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Golden Jubilee Edition  
The Sea Coast Echo



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OFFICIAL JOURNAL  
BOARD SUPERVISORS  
HANCOCK COUNTY

# The Sea Coast Echo

The County Paper

OFFICIAL JOURNAL  
BOARD, MAYOR AND  
COMMISSIONERS CITY OF  
BAY SAINT LOUIS

1892

GOLDEN JUBILEE EDITION—BAY ST. LOUIS, MISSISSIPPI

1942

**50** YEARS AGO  
BAY ST. LOUIS  
HAD—

No banks  
No electric lights  
No gas  
No hard-surfaced streets  
No automobiles  
No public schools  
No movie theaters  
No bridge across the bay  
No permanent seawall  
No federal-owned P. O. building  
No hard-surfaced sidewalks  
No stock law  
No telephones  
No City Hall building  
No brick courthouse  
No city waterworks  
No free mail delivery  
No paid fire department.

## Echoes of Yesteryear

BY THE PUBLISHER

HAVING worked on the New Orleans Morning Star, a Catholic weekly of prominence and wide circulation in the Diocese at that time, as collector and general utility youth in summer of possibly 1888, I gained my first practical newspaper experience.

When at school the newspaper instinct seemed to have gotten hold of me. In the class room I would take a piece of paper draw column rules and write the "news" of the room, its teacher and pupils, with such heads as I thought appropriate, and would distribute this in class. Students liked the idea. The "newspaper" cost nothing and was readily grasped and read. Boys liked to see their names in the paper and the several funny little things that would occur from time to time.

That really was my first newspaper experience. It began at school and was an idea all my own. However, taking much of my time it became obsolete in time, but there was a demand for its resumption.

So when a kind friend in the neighborhood, for I resided in New Orleans then, said there was an opening during vacation time from school in this newspaper office, I applied and was given the job, as I called it then. My task was to have full charge of the subscription list, which was by no means a small one, and to collect.

The Very Rev. Father P. M. L. Maradiet, pastor of St. Theresa Church was editor-in-chief, and Mr. G. T. McCune, a fine business man, was manager. Both splendid men who have long gone to their reward.

The Morning Star had its own hand type-setting plant, with John Hunter as foreman in charge. It was here I acquired a smattering of type-setting and incidentally learned a great deal from a master printer, John Hunter. It was here I met Emile J. Adam, Sr., who was a practical printer in those days, who later acquired the ownership of the Pass Christian Beacon, from the stock company that owned it. Mr. Adam continues to reside at Pass Christian, was member of the Board of Supervisors of Harrison county for many years and a man of vast influence. He is now and has been for recent years U. S. Marshal for the Southern District of Mississippi.

Moving to Bay St. Louis with my parents, Mr. and Mrs. Henri Moreau, (my mother born Elizabeth Legier) former native of France and mother of New Orleans, was succeeded by my father, Mrs. Honore Moreau-Muller, now a resident of San Antonio, Texas, and her late husband,

## Congratulations From the President



FRANKLIN D. ROOSEVELT

THE WHITE HOUSE

WASHINGTON

July 22, 1941.

Dear Mr. Moreau:

Hearty congratulations on the fiftieth anniversary of the founding of your newspaper. The fact that it has survived for a full half century bears ample witness to its value to the community. It gives me pleasure to extend all of your readers felicitations and personal greetings.

Very sincerely yours,  
FRANKLIN D. ROOSEVELT

Personally Signed:

Mr. Charles G. Moreau,  
Editor,  
Sea Coast Echo,  
Bay St. Louis, Mississippi.

George Muller, and in my early-teens I soon tired of "having a good time," and turned to writing. Representing a number of newspapers. This was about the time of the training of Bob Fitzsimmons, in Wave-

land, for his great fight of that time, and I sent out many stories of the daily routine and feature stuff, that found ready sale with a number of metropolitan newspapers. I soon had a regular string of newspapers

## IN FIFTY YEARS NEWSPAPER MISSED ONLY ONE WEEK

Such Is the Record Held by  
The Sea Coast Echo  
Publication.

The Sea Coast Echo weekly publication, according to recollection of the publisher, who has been at its helm for fifty continuous years, has missed only one issue, and that was when the Angel of Sorrow cast its shadow over the happy home where a united family of three dwelled in part of October, 1918, when an epidemic raged, and we lost by death a loved one—in addition to our linotype operator, Richard Mason, of New Orleans, in the words of Gray, "a youth destined to fortune and to fame."

In the very early years, every Christmas week, the country newspapers failed to publish "in order to give its employees an opportunity to fully enjoy the week of holliday," but after a few years The Echo initiated the abolishment of this habit in order to issue no paper, putting the matter on a business basis with a conclusion that if a subscriber he or she were entitled to fully 52 copies of the newspapers. In addition, we opined that Bay St. Louis had grown too big and important for that—that this custom, if it were to survive, was only good to be relegated to the backwoods country press.

That broke up "the custom" and today we do not know a country weekly newspaper failing to issue a paper Christmas week. To our recollection, we missed publication of only one regular edition during the fifty years. And complete files of The Sea Coast Echo are bound in book form and kept in tact—a precious recording of Bay St. Louis and Hancock county for the past half century.

to write for and in time had accumulated what seemed to me at that time quite a sum of money. The work was fascinating. I became resident correspondent for the New Orleans Morning Delta, and later years for the New Orleans States, and remained on the States payroll until the late J. Walker Ross died. In earlier years and for over a period I sent the States twice a week about a column of news.

Then in more recent years I became the resident correspondent for the New Orleans Times-Democrat and later for the News. Orleans Times-Picayune, until a few years ago my duties and general tasks multiplied to such extent that I was forced to give it up in justice to the work, even though others in my office frequently did the work for me.

However, I must get back to the days of the late eighties and early nineties. About the period of 1890-91 I spent much time in and around the office of the local newspaper of that time, The Gulf Coast Progress, which was owned by the late Congressman E. J. Bowers, started and originally owned by his father-in-law, the late Ben Lane Posey, and managed and edited by Mr. A. R. Hart who later acquired the full management of the paper. With nothing to do, I assisted Mr. Hart in the composing room department. But Bay St. Louis was then small and there was not much doing. I spent 1891 in Pass Christian, where Mr. W. L. May, former publisher of the Centerville, (Miss.) Sentinel, had leased the Coast Beacon.

Here I seemed to have a wider scope. Pass Christian was then a central point for many things over in Harrison county. Sheep raising and wool-growing was one of the paying industries and growers came there from all immediate sections to Commission form of Government. Municipally-owned waterworks system. Municipally-owned natural gas system. Paid fire department. Best drinking (artesian) water system in the world. 24-hour electric current service for domestic and industrial purposes. Originator and first building of step system seawall. Two banks, federally chartered and guaranteed. One building and loan association. One trunkline railroad. Nation's No. 90 highway. One major seafood cannery. One preparatory college. One convent academy. One accredited high school. Three graded city schools. One high and graded school for colored. Seminary for young colored men studying for priesthood. Three (3) major movie theaters. City park and recreational center. One public library. New government-owned postoffice. Finest railroad depot building between New Orleans and Mobile. Service club—Rotary. Two athletic boosters clubs. Garden Club embracing Waveland. Chamber of Commerce. Catholic, Methodist, Episcopal and Baptist churches. Woodmen of World Hall. Knights of Columbus Hall. Original praline kitchen, nationally known. \$50,000 Masonic three-story brick building. Ice manufacturing plant. Soft drink bottling works. Golf course (18 holes) nearby. Best inland and sea fishing waters. First-class hotel, restaurants and cafes. Hard-surfaced streets. King's Daughters and Sons Hospital. Free toll bridge. Population, approximately 5000.

sell their wool. This in turn, brought considerable trade to "The Pass." People from the Biloxi region of the county came to the Pass and sold their products. It was then the present day back road, was called the "Pass Christian Road," since all roads seemed to lead to the Pass, and to this day the name is known as such to many of the older residents. Mr. May and myself soon became buddies. He seemed to have much confidence in me and his encouragement was seemingly unlimited. In time I practically took charge of his paper and much of his business. He appreciated this and from time to time my salary was boosted, but seemed of no consequence to me. I was ambitious to do, to go forward and money meant little to me, especially in those days one had little need or use for money—unlike today.

It was then I started the daily Beacon for Mr. May, as related in an article found elsewhere in this anniversary Edition of The Echo, and it proved quite a success during the winter season when the Mexican Gulf Hotel brought many winter visitors to the Pass. People with money and who spent it, meeting the hotel rates at.

With the close of the busy winter season, I found that I had more time on my hands than I could use. And thought I wanted to come back home to Bay St. Louis, with no definite plans. It seemed I was due for the relaxation came when needed. One day I received a letter from Mr. May and asked me, in person, when he asked me what



MISSISSIPPI PRESS ASSOCIATION

Certifies That

The Sea Coast Echo (50 years old) Bay St. Louis, Mississippi

Charles G. Moreau, publisher

IS A MEMBER OF

**The Gold Press Club**

To Which All Mississippi Newspapers from 50 to 74 Years Old  
Are Eligible to Membership

Issued At  
75th ANNIVERSARY  
DIAMOND JUBILEE CONVENTION  
MARKHAM HOTEL — GULFPORT

*E. J. Bowers*



...and what was I doing? I was going to the printer's to get the paper of my own, with financial backing of my own. This was a responsive chord from Mr. May, and he still owned the printing plant he had used in the Sentinel, which was at Pass Christian and would lease it to me for part of the net profits. This was done, and accordingly, on Jan. 9, 1892, the first edition of the Sea Coast Echo came into being.

The Washington hand press had been shipped by rail, but failed to arrive in time to print the first issue. A newspaper that was then in the city for fifty years and probably many more of continuous publication.

Most of the type, hand-set, was set in Bay St. Louis, and part in Pass Christian. Horace Masse, deceased, was a printer on the Beacon at that time working for Mr. May. He set

company finally agreed to pay the freight before its representative had left Bay St. Louis and returned to headquarters in Atlanta, Ga., the Southern headquarters. When the price of the press was paid, the sum of \$198.00 was deducted for the freight.

This press, over twenty years old, is practically as good as the day it was set up. It will print anything, from an envelope corner to a newspaper. It does book work and all fine quality of printing. The Echo as a newspaper is a fine example of good presswork. This is due in large measure to the equality of the press as to the skilled men who handle and do the presswork.

There are many families living today whose heads were original subscribers. However, the original heads are gone, but there are any number of families who have been receiving the paper during its full fifty years of existence.

Louis J. Piernas, at one time postmaster of Bay St. Louis, was another original subscriber. He has been receiving it since its first issue.

A. R. Hart has been receiving the Echo continuously for fifty years and probably there are a few others.

The Sea Coast Echo was the first newspaper in the country to publish school notes, beginning some 40-odd years ago with St. Stanislaus Echoes. A column for this purpose was allotted every week. The idea became popular and soon it spread until many of the weekly and other newspapers carried school notes. From this must have evolved the school newspapers that are successfully in vogue today and reflect much credit to both faculty and the student body in charge. Bay St. Louis has two such school papers, The Student Prints and the Rock-A-Chaw, that are outstanding in quality school papers and frequently capturing prizes.

The Sea Coast Echo has been under my direct management for the full fifty-year period, ever since its inception. This is an unusual record and I doubt if it is duplicated. In many instances newspapers are known to have been started by individuals and continued thru the half century period by sons and other heirs. In other cases individuals are known to have had controlled and owned newspapers for fifty years but they were not the originators.

Soon after The Echo was going, a year or two later, Mr. May still owned part interest in the plant. It was purchased by Mr. A. G. Osoinach, of Bay Saint Louis, present city editor of the Daily Herald at Gulfport. In 1897 I purchased his interest and the plant and business then became all my own. After that he started a literary weekly in New Orleans, but later went to Pascagoula where he and his cousin started the Pascagoula Chronicle. Later he left there for broader and more active field, accepting the position of editor of the Biloxi and Gulfport Herald.

W. L. May, my first associate, left Pass Christian after I had returned to Bay St. Louis, and started a newspaper at Rayne, La., which he named the Rayne Tribune. That paper still survives. But Mr. May sold his interests and when visiting in that Louisiana town recently, after inquiring, no one knew what had become of Mr. May. It is easy to suppose that he had passed away for he was a much older man than myself at the time I met him. I have always remembered him most fondly.

How The Paper Was Named. The name of The Sea Coast Echo appealed to me for the reason there were too many Gulf Coast this and Gulf Coast that. Gulf Coast was part of every business name and was overdone. So the seacoast was the substitute and The Echo was used because there were no other papers hereabouts or in the State (even to this date) by that name. Put together, it appealed to me at that time as quite desirable. It carried meaning, appropriate and was poetic.

It had charm and appeal to the better taste. It was magic. The name had instant success and still retains that force. The Sea Coast Echo is a member of the National Press Association, the Mississippi State Press Association (for fifty

years) and also of the Mississippi Gulf Coast Press Association. The Echo had many staunch and consistent friends that helped it along in more ways than one. Many of these are gone, a number live today to make the paper possible.

The late Alfred Ulman, of Waveland and Bay St. Louis, was an enthusiastic supporter. He gave the writer an amount of one hundred dollars as an earnest of his support for the paper, after its first issue. (The money was accepted only as a credit to any service he might wish later in the printing and advertising business.)

The late Louis J. Leonhard, father of the late Mrs. Rita Leonhard Breath, at one time a printer on the old German Gazette at New Orleans, was another staunch friend, and as an earnest of his support, paid cash in advance for a number of subscriptions—several years in advance for himself and for over a dozen friends. His son-in-law, the late Capt. W. T. Boardman, was also another enthusiast who aided the paper with cash and liberal orders for printing to be used on his paper, the Decatur, on the Mississippi river.

Mr. John Caldwell, Bay St. Louis boy, now resident of Asheville, N. C., is one of the original subscribers to The Sea Coast Echo, and has never missed an issue. And so on down a long line.

The friends of today are well known locally. The Sea Coast Echo is no more venture, no more an experiment. It has long passed that stage. But is an established and recognized factor in the affairs of the city and county and gulf coast as well. It enjoys a substantial patronage from substantial people.

The paper has ever kept free from anything that might prove objectionable to the public and the individual. It has ever striven to remain just what it was intended to be—a clean local newspaper. One that may enter the family home and the sons and daughters may be free to read. It has never attempted to

#### CHOCTAW INDIANS OF CHICAPOULA—BAY ST. LOUIS

In reminiscence and as a gesture to the race that was and is here no more—known as the Choctaws predominating here before the white man set foot, and a remnant of their race remaining here until as late as the nineties, The Sea Coast Echo presents herewith a picture taken from an actual photograph. The woman herewith is remembered by folks



CHOCTAW INDIAN BASKET WEAVER AT BAY ST. LOUIS, 1895.

#### WOMAN OF CULTURE GREETED VISITORS IN CORDIAL MANNER



MISS JOSEPHINE E. WELCH

Preceded by her sister, Mrs. Annie E. Avery, versatile newspaper writer, who died April 11, 1898, Miss Josephine E. Welch, lately deceased, held sway for 50 years as news correspondent and society writer for the New Orleans press—dating back to the Times and The Democrat were separate morning publications, and later merged as the Times-Democrat. However, for the sake of record Miss Welch for thirty years or more wrote for the Picayune.

Keeper of a news-stand and book shop combined with a gift shop de luxe, known as "Ye Olde Curiosity Shoppe," this place of business was her headquarters, and from it she greeted practically all visitors who came to Bay St. Louis. She greeted one and all engagingly. A woman of learning and charm, with understanding for all, greeted all who came this way. A veritable chamber of commerce, a clearing house, as it were. None who visited failed to return. Her welcome was warm, the hand grasp hearty and sincere, and her expressive eyes beamed with the light of hospitality. Miss Welch was on the staff of The Sea Coast Echo for more than thirty years working from her sick bed prior to the end, and in all her writings, personal news and comment, and at no time did she write otherwise than in kindest and constructive terms. She knew not innuendo, sarcasm nor harsh criticism.

She was a gentlewoman. Miss Welch, after a ripe old age, passed away April 17, 1939. Her niece, the former Miss Ethel Berthelot, now Mrs. (Doctor) Allen, of Chunky, Miss., resided with her aunt several years prior to her passing. Miss Blanche Avery, who became Mrs. Louis Felix Ehrman, (deceased) was a niece of Miss Welch's. She was noted for her grace and culture and possessed a lovely trained voice. She passed away February 7, 1923. In her very bosom of her younger womanhood.

#### WHY PEOPLE LIVE HERE.

Bay St. Louis offers many reasons for families living here in addition to the marvelous health-giving climate. Churches, schools, organizations and the community life are all elements not to be lost sight of.

stir strife—political or otherwise. Our aim has ever been to construct. To build and to mould such public opinion that would prove a betterment both to the community and its citizens. We have striven to contribute to every worthwhile endeavor, and how well we have succeeded, and to what degree, history alone reveals.

My sainted mother and my sister, who lives today, were with me in the first and trying hours. They were like an inspiration and without their encouragement and without their help might have been otherwise. To a young sister, as well as to my immediate family, they along with friends and public in general

have been of much value to me. To friends who have guided me, and particularly to the late Walter J. Gex, Sr., in later years and others living today I am extremely grateful.

My friend, the late John Osoinach, staunchly stood by me unflinchingly and his support (liberal, indeed) and wisdom, proved of incalculable benefit. Certainly, I could not have accomplished these things alone. The Echo's subscribers have been supporters of this newspaper from the beginning of time to today. Many friends have taken the paper year after year and have paid for it each year promptly. Not only in Bay St. Louis and over the county, but in New Orleans, particularly. The Echo has hundreds of such friends. We have striven to give them value received, but the publisher well knows that many of these subscriptions, have been gestures of friendship and in a manner aid to an enterprise belonging to a friend.

The paper's policy ever to build, to construct and to boost has indeed been one that has paid handsome dividends. This has been one of the secrets of my success. To tear down, like an iconoclast, is likened unto one who will take your religion away, your belief and cannot offer of give you anything in return. If I were to write an article, hoping to make a volume of it, there would indeed be a long list of anecdotes and amusing experiences related. Surely over a period of fifty years, running a newspaper, there must be many experiences.

In closing an article of this kind, acknowledging assistance given during the infant, the adolescent as well as the adult years, if I may class a newspaper's time of life in that sense, there is one that I must thank profusely and even then it would be inadequate.

To my life-long friend, Harry Stuart Saucier, native of Bay St. Louis, and scion of one of the oldest and best known families of this section, now residing at Lafayette, La., I owe a lasting debt of gratitude. This talented and gifted man contributed perhaps thousands of columns of feature writings, all of local bearing, to the Echo and was of invaluable assistance. At no time would he receive pay. He wrote considerable poetry, of literary merit, and many of his poems appeared in the columns of The Echo in addition to local writing. One of the earlier rhymes began this way, we quote from memory:

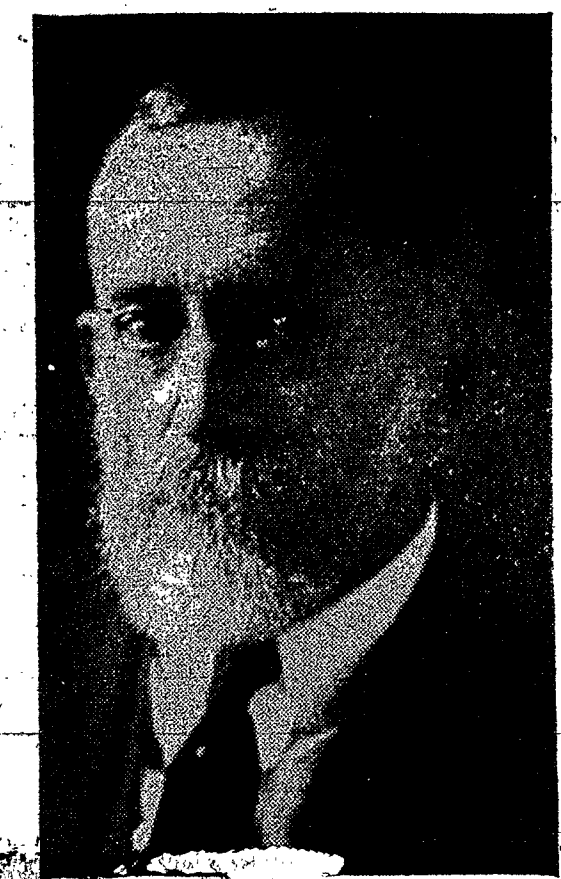
"We echo forth the news of the Bay From every nook of our beautiful Bay; 'Een the town far and wide Their news in our columns always abide. Man hath not truer friend than Harry Saucier, and I inscribe these lines in lasting gratitude. Of the friends and staunch supporters of The Sea Coast Echo that have passed away, none was more active, insistent and truer than Joseph L. Favre, of Bay St. Louis, and father of A. G. Favre, present clerk of courts, Hancock county.

Mr. Favre was a member of the Board of Mayor and Aldermen for a number of successive terms. He was quite an executive, a man of wisdom and administrative ability. In fact, to such an extent that his value was recognized and he was requisitioned to membership of the Board of Supervisors and served that executive body until the time of his death. He spent the greater part of his life in serving the public, in addition to his own private pursuit.

He was of that type of friend for The Echo that he would fight his battles, regardless how it would affect him politically, factionally or otherwise. He fought for The Echo on the Board of Mayor and Aldermen and his greater fights for this newspaper was while he was on the Board of Supervisors. This, added was a true test of friendship. He never lagged, but was ever up and doing. Always ready to serve. Ours was a real friendship of life-long standing and like a beautiful tradition this friendship continues with the son and publisher down the years to this very day.

If I were to inscribe an epitaph on the same monument that marks the resting place, I would write: "Here rests a friend."

#### AN OUTSTANDING PERSONALITY OF THE PAST HALF CENTURY

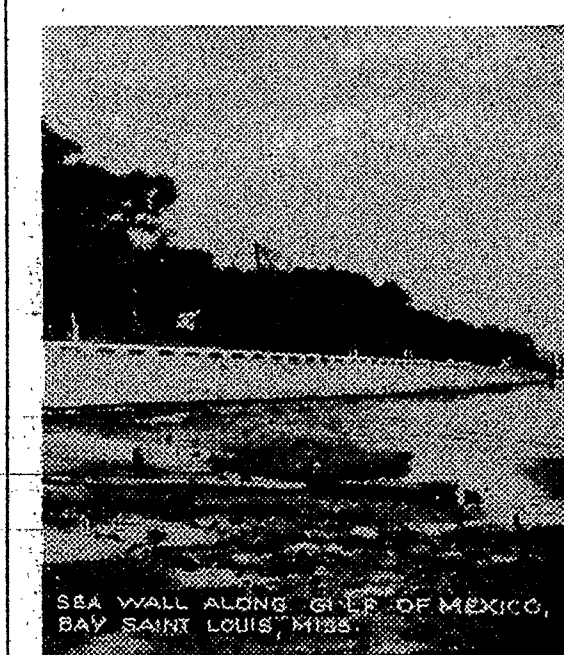


JOSEPH F. CAZENEUVE

No man in the past half century enjoyed the perfect confidence more of every man, woman and child than Joseph F. Cazeneuve, not only an outstanding personality, but a sublime character—embodying all that was of sterling virtues.

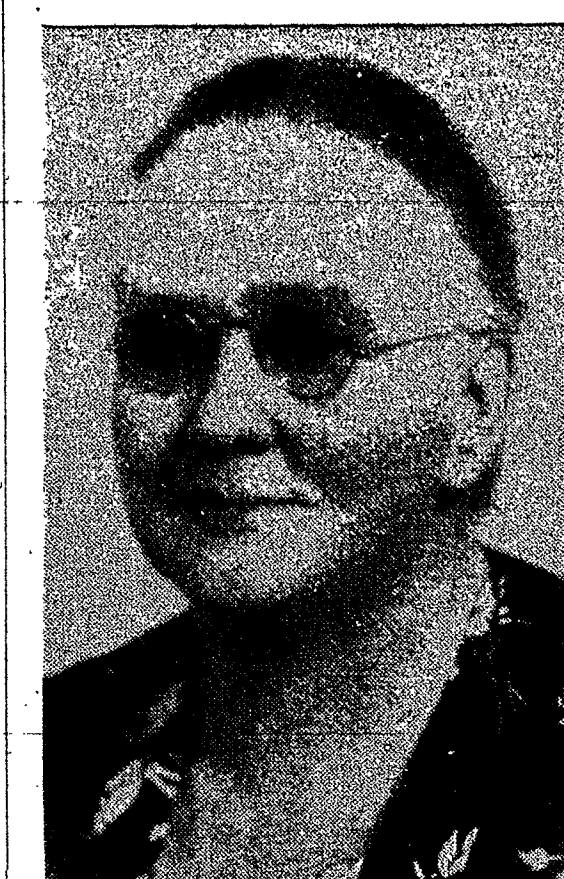
Sheriff and tax-collector from and before the early 90s—succeeding himself when the law then did not forbid. By the older residents he will be best remembered as a county official. Better remembered in later years of his life as an officer and cashier of the then Hancock County Bank.

A native of Hancock county, he was married to Miss Martha Longren (1859-1898). This union was blessed with one son, Joseph F. Cazeneuve, Jr., and six daughters, namely, Mrs. Jesse Elmer, Mrs. Mabel Loog, (deceased); Mrs. Gertrude Boswell, Mrs. Clemmie O'Conner, Misses Irene and Ruth Cazeneuve, the latter assistant



SEA WALL ALONG GULF OF MEXICO, BAY SAINT LOUIS, MISS.

#### WAS PRESENTED WITH LOVING CUP FOR OUTSTANDING SERVICE



MRS. ABIGAIL BOURGEOIS

Wife of City Commissioner W. L. Bourgeois was awarded the silver cup by Bay St. Louis Rotary Club in 1927 designated as the citizen of Bay St. Louis performing the most outstanding and meritorious service for the year. The trophy was formally presented at a gala banquet at the local hotel, with many ladies and gentlemen attending. Mrs. Bourgeois has dedicated her life to service, doing for others and the general community in the most unselfish manner. She is the mother of two daughters, Mrs. Charles A. Breath, Jr., and Mrs. Louis Rogers of Atlanta, Ga., and four sons, Daniel, W. Douglas, Hugh and Paul (Billy) Bourgeois. She is a sister of Dan Chadwick of Waveland and a direct descendant of Major Charles Douglas Chadwick of the civil war, who was present at the surrender of Vicksburg.

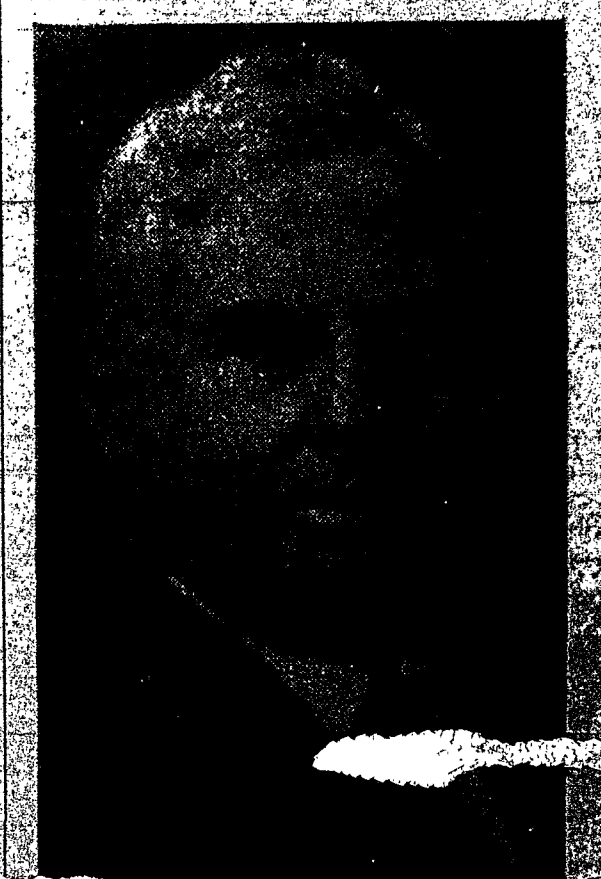
#### DAYS OF THE "LINEN DUSTER"

Folks of other days will well remember the days of the L. & N. Sunday and Wednesday excursion trains. That was the time no man or woman would not think of traveling without wearing what was called a linen duster, of brown linen, and reaching down to the shoe tops from a position high around the neck. Notwithstanding the heat of the summer, the wearer always had a handkerchief tucked around his or her neck. And a palm leaf fan completed the costume—plenty warm in hot weather. Trains of those days were not screened; soft coal was burned under the locomotive burner, and rain of cinders, to say nothing of the smoke, made it necessary for the traveler to wear the linen duster. Poor wearer was heavily clad, but notwithstanding the discomfort, it was better than to have cinders pack down one's back, and face and hand blackened with smoke. A wide straw hat was generally worn and ladies wore the well-known heavy over veil, with gloves, of that time. No lady, caring anything about her complexion, ventured out unless heavily veiled and gloved.

#### INDUSTRIAL WAVELAND IN THE 80s

In the 80s Waveland had a woolen mill, Bay St. Louis a tannery. The first located out Nicholson avenue, the second on Main street, on the site of the K. C. Home. Perhaps in some Bay St. Louis families there is a shawl or blanket from the Ulman woolen mills, products of superior shawl and blanket from the mill, and lasting quality. After the mill remained idle for some years it was sold to a company organized by local residents. Then Easterners become interested and planned to operate it again, but learning that the machinery and equipment was not modern and could not compete with present day equipment, it was sold for so much material.

#### ADMINISTRATION AS MAYOR WAS ONE OF CITY'S PROGRESSIVE



JOHN K. EDWARDS

John Keefe Edwards, a native of New Orleans but a resident of Bay St. Louis since childhood, was former mayor of Bay St. Louis and during his administration an addition was built to the Bay St. Louis Public School building, the frame building which has been replaced by the present brick structure.

Mr. Edwards held a prominent place in the business world of New Orleans where he was in the lumber business and later president of the Edwards Motor Company.

Since his retirement he is at Bay St. Louis and his hobby is gardening. Mr. Edwards' administration as mayor was one of the most progressive in the history of the city. His election of mayor was a turning point in the history of the municipality—many new innovations and enterprises instituted under his guidance.

# THE FORWARD LOOK

TODAY we are tempted to look back on 17 years in business as a citizen of Bay St. Louis and surrounding communities and dwell on the increasing way in which it has been our privilege to meet the needs of modern electric service. We could think with satisfaction on the numerous rate reductions which have brought generous use of electricity within the means of every user—of low costs that remain low.

We could picture over a thousand electric refrigerators, electric ranges, and electric water heaters in service in the area, all put to work since we started in business here. We are proud to have participated in these achievements for better living.

But to do this alone would be to lose sight of the continuing goal of our efforts, which is to make some progress every day toward increasing your benefits from the convenience, economy, and protection of electric service. Our constant aim is to bring you this service so courteously—so satisfactorily; that it will be something of which you too, as communities, may be proud to speak.

AS WE DEVOTE EVERY FACILITY TO THE PRIMARY CAUSE OF NATIONAL DEFENSE, WE CONTINUE THE FORWARD LOOK WHICH SEEKS TO ACHIEVE THE MAXIMUM VALUE FOR THOSE WE SERVE.



A LOCAL TAXPAYER  
IN THE SERVICE OF MISSISSIPPIANS AND COUNTRY.



## Early Days of ... The Echo

During the earliest days of The Echo, along that period covered by 1892-93, the paper was printed primarily by hand on a Washington press, a familiar type of press used at that time by the smaller weekly newspapers.

It required two people to operate one. Usually a boy to spread the ink by roller, and a man to "pull" the lever of the press, forming the contact that carried the printed impression. Apparently, a man of strength was required to operate this lever, but such was not exactly the case. It was all in the knack of knowing how in the backward swing of the body. And then one had to know not to let the sure lever after the contact of printing had been accomplished. To release it suddenly would mean the mechanism at that part of the press would fly to pieces on the floor. And had to again be set up.

The speed of the old Washington was at best 300 copies per hour. And this was considered excellent. One of the outstanding "roller" boys of that time, according to recollection, was George Heitzmann, who resides today with his family on Hancock street, and father-in-law of a member of the working force of the paper today. George was a mere lad, residing on Carroll avenue with his parents, Mr. and Mrs. Jacob Heitzmann, Sr., at that time one of the village's blacksmiths.

The customary pay for that service was 50 cents. The job generally consumed three hours. George was "Johnny on the spot," every Saturday afternoon. Fifty cents for a boy of that period was considered big money. Occasionally his brother, Albert, would render the service.

One of the earlier boys working for The Echo was Willie Cleveland, a nephew of the well-known Shansy family who operated the hotel here at that time. The boy apprentice in a printing shop was always referred to as the "printer's devil." What that appellation, which survives to this day, means is not exactly clear.

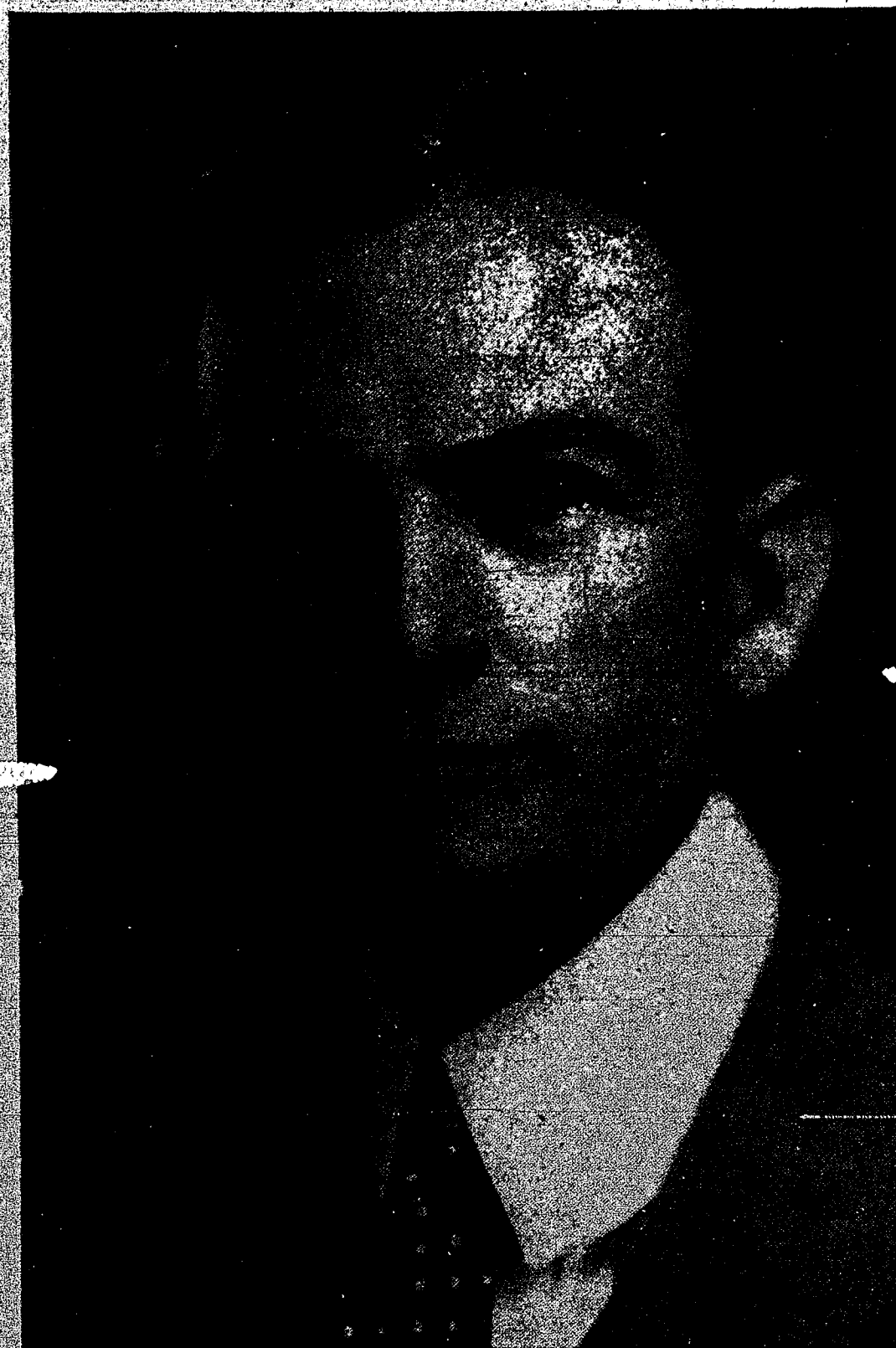
Willie was bright and ambitious and willing to learn, although his pay per week was a mere pittance, however, it was increased. It was about the time the Spanish-American war broke out, and he volunteered to serve his country. He was serving in the Philippines, when a cablegram was received one day that he had passed away. He was the first from Hancock County to give his life for his country, and, accordingly, the local Camp of Spanish-American veterans was named in his honor. And survives and is very active to this day.

The second man from The Echo office to volunteer for service was John D. Molliere, in 1917, who joined the marines and saw service in Europe and after the Armistice was signed remained for quite a while with the American forces on the German side of the Rhine. He returned in the course of time and found his position open and resumed his job to this day.

This primitive way of printing a newspaper was too slow. The Echo's circulation was increasing slowly but gradually until it became burdensome and an ordeal every Saturday to print the edition that had gone well over a thousand copies.

The Gazette Italiana, a daily newspaper published in New Orleans by the pastor of the church of St. Anthony and his associates, had gone out of business, and its power, cylinder press, was purchased from him. The press came "knocked down." Seemingly thousands of pieces in boxes, and no one in the shop could make head or tail out of the shipment that swamped the little office that was then situated on the beach, north of Main street. Gaston O. Gardebled, builder and contractor, with a mechanical turn of mind, dropped in casually just at about this time and became interested

## OUR GOVERNOR



PAUL B. JOHNSON

ed in the press in piecemeal. Of course, it required the services of a mechanical press builder to get it up. But Mr. Gardebled, who later became mayor of the city and served for several terms, finally succeeded in setting up the parts and in about two weeks and, for the first time, The Echo was printed on a power press. Our circulation continued and the power press (operated by gasoline engine) was something new for Bay St. Louis and gave the business a new impetus. This in time preceded the marvelous linotype.

The Washington press was junked, and the Prouty press was used. This was followed by the installation of the fine Miehle cylinder press that now prints the paper and does a good deal of the press work in The Echo Printing Department. No better press than a Miehle is recognized by the trade. A Miehle is never junked. It costs a lot of money but is well worth it. On its newspapers, booklets, large circulars, etc. are printed.

And thus is the history of the presses used by The Sea Coast Echo. A knowing printer and newspaper man will tell you that it is a far cry from a Prouty Press to a Miehle.

## TYPICAL MODERN HOME ON MISSISSIPPI GULF COAST



DWELLING ON CARROLL AVENUE, OF MRS. AND MRS. CHAS. G. MOREAU. Designed by Smith &amp; Co. of New Orleans, La. Mission type.

found the pot, of gold. Its contents revealed a quantity of Spanish gold coin, well packed and in small and large denominations.

His parents took the "find" in charge and the youth was strictly forbidden to ever tell the amount of its content. However, it was repeatedly hinted the sum was no small one.

Baron's parents had moved from New Orleans and purchased the dwelling, that at the time stood on the beach lot immediately adjoining Hotel Reed on the north, and part of the hotel vacant property today. The place was purchased when the hotel owners decided to build, thus enlarging their land holding.

Old timers at the time told the place had been an inn long before that time and was known to all boatmen, who made the place their rendezvous and general hangout, as "Canton's" Inn. Keener, Canton's wife kept the place for about a year. It was a bar room, lodging house and meeting place for all men of the sea. The passenger boat, from New Orleans landed at Canton's wharf.

Thus many tales of pirates were told, all from speculation principally and from hearsay generally. The writer of this sketch from true life was quite chummy with the young man, who is still well remembered by many residents, but obedient to parental instructions, like a dutiful son, he never revealed the amount or contents of the pot of gold found. And no one at that time was closer to the young man than this writer.

Mr. and Mrs. Baron, senior, had retired from New Orleans, where Mr. Baron by diligence and industry in the meat market business had accumulated quite a bit of this world's competence. With his two sons and two daughters, he had retired. He had sufficient and came to beautiful Bay St. Louis to enjoy life. He had no need of further enhancement of his financial position, it was said. But Lady Luck is fickle like that. Mr. Baron always told the writer he owned exactly 49 pieces of improved property in New Orleans, and that he had no desire to obtain possession of the fiftieth. Why that was, was never stated. But his reputed wealth did not deny him of that additional property, if he had so desired it.

Both Mr. and Mrs. Baron had passed away, as well as their son, Alphonse, who made the "find." A younger sister died. The older one, last heard of, resided in Covington, La., and a younger son in New Orleans. Alphonse Baron's widow, the former Miss Annie Ramond, of Bay St. Louis, resides in New Orleans, as well as her three fine sons—all of whom were educated at St. Stanislaus College, and have made their mark in the world.

This is the story of the finding of a pot of gold. We give it to you first hand. There might be other pots of gold in Bay St. Louis. If not of the Spanish variety it might be of the investment variety, in business pursuit, but last and not least, in health and happiness.

## HANCOCK COUNTY HEALTH DIRECTOR IS IMPORTANT POSITION

### Has General Charge of Sanitation and Health of Every Man, Woman and Child.

Located here as director of public health since September 1, 1924, Dr. C. M. Shipp for over two decades of years has had in charge the health of every resident of the county and a keen eye over proper sanitation. Thus Hancock county's health interests are well and fully taken care of. And there is no man more be-



DR. C. M. SHIPP

loved and who enjoys the esteem of the people of the county than Dr. Shipp is a native Mississippian, born in Lafayette county, and before coming to Hancock was connected with the Board of Health at Jackson for six years.

He is a graduate of University of Mississippi, Tulane University and John Hopkins.

Dr. Shipp was married to Miss Bettie Boyd, of Water Valley, Miss., and there is no lady more considerate and kindlier; of charming manner and is a most likable personality.

## THE ECHO AT ONE TIME PUBLISHED THE 'PEARLINGTON HERALD'

### That prospered in a Successful Town During the Nineties.

It is not generally known but in 1897 The Sea Coast Echo, owned and printed in Bay St. Louis, the Pearlington Herald.

It was a 6-column folio newspaper and edited and managed by Sam Gray, a son of the late Capt. C. C. Gray, county timber man of ability and influence, who made quite a success of The Herald.

This Pearlington publication carried more advertisements than the Sea Coast Echo. Its circulation was limited to 300 copies and later to 400 but it made more money than The Sea Coast Echo, its owner.

Poitvent and Favre were then running their mill to full capacity. Pearlington was a prosperous sawmill town in full swing, and there was plenty of business there.

Finally the mill went out and the publication had nothing to herald forth. While it lived Mr. Gray made a great success of it. He finally travelled and died a young man in Paris, France. An only son, by his wife, a resident native, Loyd Gray, grew to manhood, went to school in Bay St. Louis, but died before he had reached the full estate of manhood.

These Grays—from Capt. C. C. down to grandson, Loyd, if they were your friend they would not only give the shirt off their backs, but figuratively speaking out of right hand if it availed anything.

The Sea Coast Echo has no copy of the Pearlington Herald, but possibly some one residing in Pearl river district has one in their possession.

## THE UNFORGETTABLE GAY NINETIES IN BAY ST. LOUIS

### Doings and Customs of the Animated Decade of Years—The Songs We Sang—Forms of Amusement—Happiness Reigned With A Care-Free People.

The Sea Coast Echo established premises, (corner Main and Second streets, location of Scharff's store) for happy and interesting period now fondly remembered as The Gay Nineties, and it is not amiss this special souvenir and historical edition, to dwell on this period in reminiscence of the people and the customs, of the things they did thru the years of plenty and happiness.

It was a happy period, indeed, people were content and many had less than today. They wore clothes those days and no young lady dared brave the streets in shorts or playbills. That was well enough for the boulevard, and even then no parent would tolerate their daughter going around the house in scant attire. When a young girl reached her teens, her dress was for the day when she would put her hair up and wear long dresses, in order that her ankle might not be exposed and décolleté dresses were only worn with parental approval after a more matured age in the teens.

In those days the family assembled at night around the living or dining room table where they either read the evening newspaper or some good and wholesome book. The kerosene lamp hung from the ceiling and could be lowered by a self regulating chain. Father generally read the paper. Mother either sewed or did fancy work if not reading, while the younger ones did their home work for school. It was a scene to be desired to sit in the living room where daughter or mother played the piano and the family enjoyed the refining influence of music.

Entertainment in those days was an occasional benefit for church or for some organization. It generally consisted of a musicale and the best people of the town attended and enjoyed the edifying entertainment. The young lady of the house, if not accompanied by her parents was generally chaperoned, in addition to her escort.

Among the several entertainments from time to time that attracted the better element were concerts given by a number of young ladies of that time who gave freely of their talent for any charitable or other good cause. Well remembered were the entertainments given in which musical programs predominated. Among the vocalists of that time were Miss Lucy Toulme, now Mrs. Lucy Mitchell of Gulfport; Miss Lydia Saulier, now Mrs. Lydia Eagan of New Orleans, Miss Melanie Gragnon now of New Orleans and Mrs. George Muller of San Antonio, Texas, and Mrs. Chas. G. Moreau, pianist, who had appeared in concert at New Orleans on various occasions before her marriage.

Later Miss Armande Del Bondio, 1st, loaned her lovely trained voice on various occasions. The Misses Lizette and Paula VonGohren of that time also gave of their talent, the first named deceased and the latter Mrs. Paula Jenks of Bay St. Louis. Beck's Hall, corner Union and Hancock street, long ago demolished, served as a place for various entertainments, in addition to the "Old Fireman's Hall, corner Union and Second streets. It was here that Mr. and Mrs. Bernard Shields gave a number of dramatic sketches. While they were not on the stage they were well high professionals. On one of these occasions the late Catherine Cole, writer for the old New Orleans Picayune, who preceded Dorothy Dix by a number of years, appeared with the Shields at Beck's Hall and gave a reading. Mrs. Field (Catherine Cole) was asked for a copy of her original reading for publication in the columns of The Sea Coast Echo, to which she replied by letter that it would not bear printing, as it was written for personal and dramatic presentation.

It was after the Firemen Hall had enjoyed a long period of use and popularity and following the fire, that the Woodmen of the World was organized and flourished to the extent that in a comparatively short time the present W. O. W. Hall was built, but not without heavy debt. The local banks had financed it, and let it be said to those in charge, the debt was paid for in full and the mortgage was cancelled. The late Robert W. Toulme, at one time mayor, was a leader in the Woodmen cause and it was due largely to his interest and activity the hall was built. Many "garden parties" were given on the Gardebled

premises, (corner Main and Second streets, location of Scharff's store) for the famous team of "Alphonse and Gaston" was presented, after a huge success in New Orleans. A member of this team of the over polite and solicitous gentlemen was Mr. Ben C. Casanas, who has his summer home on the corner of Beach and Nicholson avenue. His partner has long passed away.

Then Father, Fred, a local black church fair, frequently being a week, was the big event of the summer season. This took place on the grounds of the Crescent Hotel, now Court street and Beach. Receipts were never less than \$3,000. Mrs. Armand Capdeville, long deceased, was one of the main workers for the fair. Her chief get-up was the May Pole dance, and no fair for many years was complete without Madame Capdeville's May Pole dance. This engaged the interest of many parents and friends of the some hundred children that always took part. Another form of amusement in the gay old summer time of the nineties were the hayrides out to Brown's Vineyard, where Mrs. W. H. Brown, long passed away, gave use of her pavilion, existing today. The crowd of young people would hire Frank Taconi's tally-ho \$5 and the trip was made to and fro in this wise. Moonlight rides in the Banderet wagons were popular and were hired for \$5.00 for the evening. But like all things that were the moonlight hayrides passed on and faded out of popularity. There were always chaperones for such moonlight excursions. Brown's vineyard was then 5 miles out of town, and taxi men charged \$5.00 for the round trip. Frequently drummers would employ this mode of travelling to and fro.

Fireman's Hall was popular in the Gay Nineties. The old fireman's hall had been destroyed by fire. On the ground floor it housed a feed store and the upper story was used for dances. Chas. G. Moreau was president of the local fire company for many years, with the late Edward C. Gardebled the efficient and active secretary, who kept a diary of local happenings that was noted for its accuracy and detail and carried information of interest and value. The writer often wondered what became of this diary.

With no funds worth while when the hall was destroyed, The Sea Coast Echo opened a public subscription list, headed with a contribution of \$25.00 and soon sufficient cash had been collected in this wise to rebuild the new hall, bigger and better. It was here where the dances of the town were held, and many a married lady and older gentlemen of today learned how to dance and enjoyed many subsequent dances. This building, too, was destroyed by fire. It was constructed by the late Contractor and Builder Gaston G. Gardebled who gave practically all of his time and labors to the cause of the firemen.

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original and prime movers for the Woodmen, and in big measure much of the success of the organization in Bay St. Louis was due, along with others, a long list too numerous to here mention.

The hall, spacious and new, was the scene of every public function. It was a financial success from the start and served as the town hall for theatrical, dance and meeting purposes. A handsome revenue was derived therefrom.

However, later the Bay Waveland Yacht Club, originally planned to be a country club, with golf course, was organized and purchased the brick building corner Beach and Washington, known today as Orte's Theater. This brick building had served as a mercantile store, but now out of business.

With Louis F. Leonhard, first president, Bernard Shields, John K. Edwards, Clem Penrose, Edward Schwartz, John Osoinach, Charles G. Moreau, George J. Toca, Chas. G. Moreau, George R. Rea, R. E. Perkins, Walter J. Gex, Sr., E. J. Gex, Messrs. Spool, Zemurray and others the club fast took root and grew into a popular success, sponsoring the annual regatta that was another annual outstanding affair of Bay-Waveland.

Finally, with the advent of power yachts and motor boats, sail yachts became fewer and fewer until there were no more regattas and the club having served the purpose as a social center, it finally wound up its affairs. The building was later sold to Mr. Charles A. Breath, who the present population well remembers as "Uncle Charlie's Night Club," enjoying a tremendous popularity and attracting many people from out of town every week-end. This, too, having served its purpose for many years, was finally liquidated. Mr. Breath retired from the business, but not without the thanks and appreciation of thousands who enjoyed the lovely enjoyable affairs given there.

During the Gay Nineties, a local dramatic club was organized by Messrs. Grainer & Riley, young men who knew the theatrical ropes from a number of years with the old New Orleans Grand Opera House on Canal street. Mr. Grainer was the executive manager, and director. Mr.

card playing in the days of long ago seems to have been euche. It would be hard to find someone today who remembers how to play the game—that is off handed.

No one played for money in those days. Card parties were numerous and were always beautiful and well arranged affairs. Prizes were given to the high scorers. These generally consisted of cut glass. Cut glass was the craze then. It was the vogue to make a collection. Other popular prizes for a while were pictures by Christy. The Gibson girl was very popular and today in some of the older homes will be found these pictures. They are antiques now, but prized highly in the family of the winner.

In the "good old summer time" during the early nineties, from 90 to possibly 95, bicycle riding became all the rage. It was the proper thing to ride a bike, although few people owned one. It was Mr. Mortimer Walker, a brother of the late Dr. C. M. Shipp, a local dentist of that time, who solved the problem by opening a shop where bicycles could be rented at twenty-five cents an hour. He occupied the building now used by Terrell Perkins, local realtor, which at that time was a movie theater. Mr. Walker had quite a stock of bikes and rented them all. The demand was great. It was rather bold at first for a young girl to ride a bicycle, rather venturesome and not exactly in accordance with the strictest dictates of the proprieties of things of that time. But the craze continued.

Popular songs of that period were "Good Old Summer Time," "Two Little Girls in Blue," preceded by that tremendous success of "After the Ball," which insured the success of Charles K. Harris as a song writer. There were several local bands organized here. Prof. George H. Combel, who, who at one time was street commissioner, was a teacher of band music, and he organized the Eclipse Band. This went over big and enjoyed a long-lived popularity. Many of its members live today. Judge Leon B. Capdeville, W. E. Saulier, Charles A. Breath were among the popular young men.

The late Robert W. Toulme and his cousin, the late Jos. E. Saulier, who held various public offices in later life, were educated at St. Stanislaus College, and were noted pianists. Mr. Toulme was, in fact, a marvel with the piano. His repertoire was extensive and his playing was not only brilliant but finished. He was the father of the present Millard Toulme, attaché of the city gas division.

Getting back to the bicycle craze of the Nineties, the Columbia bike, manufactured by the Pope-Hartford Company, of Connecticut, was the standard make. It sold for exactly one hundred dollars. Richard Mendes, city secretary for many consecutive terms, was the resident agent, and he sold many a Columbia, and told the writer it was profitable as the commission was generous and purchasers always had the price cash. Like all things, however, the craze subsided, and the demand later being saturated the business well fell into a state of innocuous decadence.

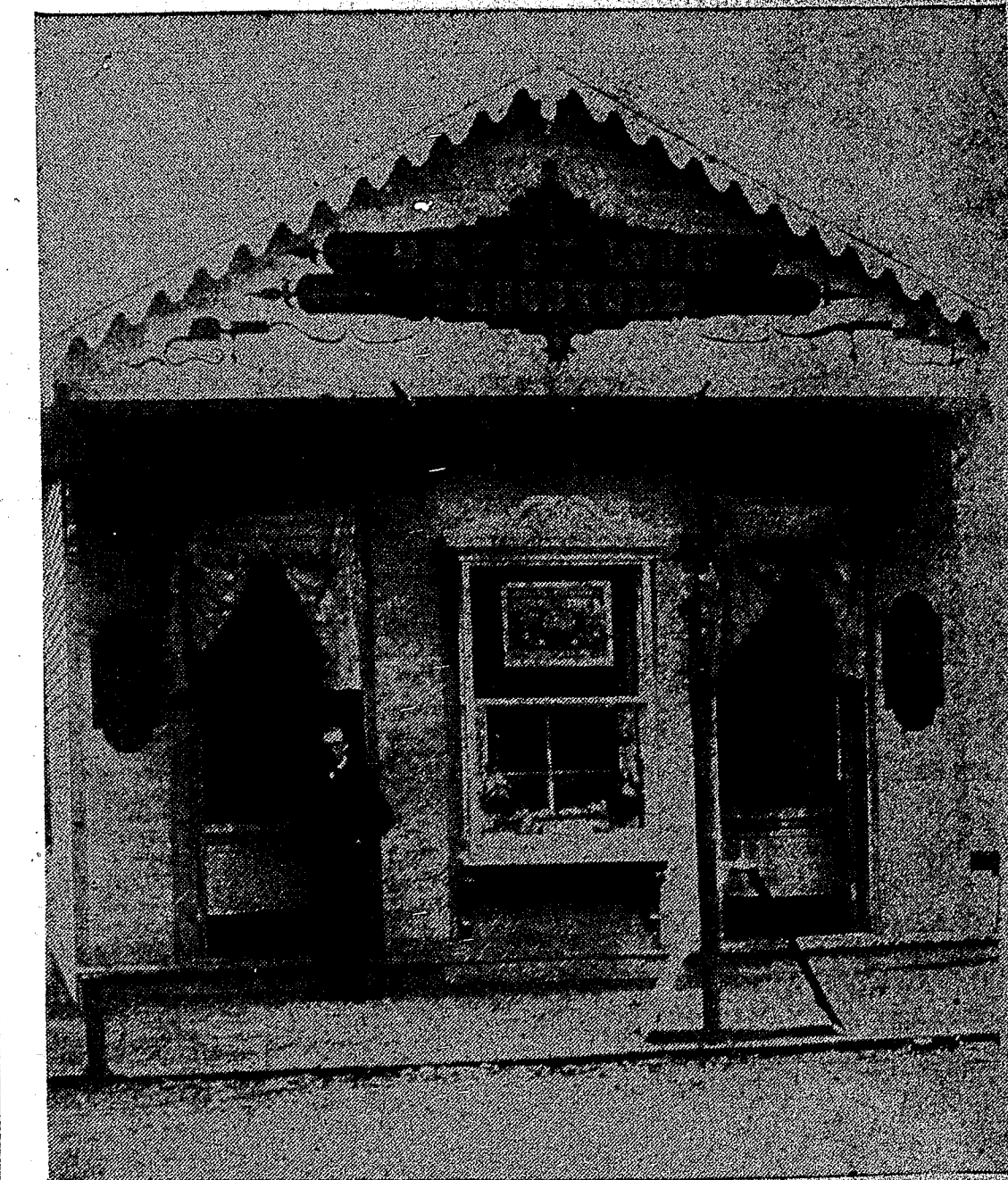
Advent of the automobile made inroads on the bicycle and finally almost wiped it out. It may be interesting to state here that of late the bicycle seems to be making a comeback.

Mr. W. J. Watts, of Chattanooga, and inventor of the chainless bicycle mechanism, came to Bay St. Louis during the early period of the past half century. Retired, he chose to make this his home and as a past time established a bicycle repair shop on the beach, about where Miss Josie Welch had her newsstand. An expert mechanic his services were very much in demand. Until he finally moved out of the city and established his residence on Bayou Gallere, where he enjoys the open life, and devotes his time to boat engines and other boat mechanics. Advanced in years, he is still a young man. A genius for things mechanical, alert and quick and is active and doing. He attributes his good health to his and application.

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## FIRST DRUG STORE ON BEACH FRONT, DATING FIFTY YEARS.



L. A. de Montluzin had his first drug store on Main street, on the site where Dr. Wolfe has his office. It was removed some distance from the sidewalk and an elevated plank walk served as way of entrance.

Fifty years ago the drug store was removed to the beach front, as pictured above, with Mr. de Montluzin standing at the side of the left entrance. The lamp post, with its oil burning lamp, shows the type of private illumination the city had at the time. This building was destroyed by fire and the present one (same site) was built of the same type and plan but larger and of a more substantial type. This is one of the oldest places of business in the city, conducted by Mr. de Montluzin son, Rene de Montluzin, and the latter's son, Rene de Montluzin.



# **REVEREND CITY FOR MANY YEARS AS AUDITOR-SECRETARY**

**F. C. BORDAGES**

No man was more identified with the activities of county and city than F. C. Bordages who served in various capacities, but, perhaps known better as county assessor, a trust he held for over a quarter of a century.

Born January 28, 1860 he died in Bay St. Louis January 28, 1925. He is survived today by his widow (second marriage) of Bay St. Louis; one son, Edward I. Bordages, of El Paso, Texas, and two daughters, Mrs. Emile J. Toca, of New Orleans, and Miss Daisy Bordages, of Bay St. Louis. He represented one of the older and more prominent families, connected with a wide circle of the older residents, direct descendants of forefathers born in Clermont, France. It was from this name Clermont Harbor was named. He and his associate, J. B. Ior, developed Clermont City, as it was first called and later changed to Clermont Harbor.

**GEORGES PLANCHET**

Pioneer merchant of Bay St. Louis, a native of France, he was born in 1840, and passed away July 10, 1894, two years after The Echo was established. It was he who gave this newspaper its first advertisement.

He is survived by three sons, George, Paul and Oliver, and a daughter, Miss Regina Planchet.

Mr. Planchet was one of the pioneer merchants of Bay St. Louis, dealing in dry goods and kindred stock exclusively. His business was owned later by Jos. P. Cazeneuve, Jos. Mauffray and presently by Octave Delph, operating under the name of Mauffray's. This is, besides the firm of L. A. de Montluzin, the oldest in Bay St. Louis.

Mr. Mendes died the latter part of May, 1924, aged 70 years. Rev. H. Perry rector Christ Church, performing the last rites, interment Cedar Rest cemetery.

# **FROM BAY ST. LOUIS TO NATIONAL HALLS AT WASHINGTON, D. C.**



**HON. E. J. BOWERS**

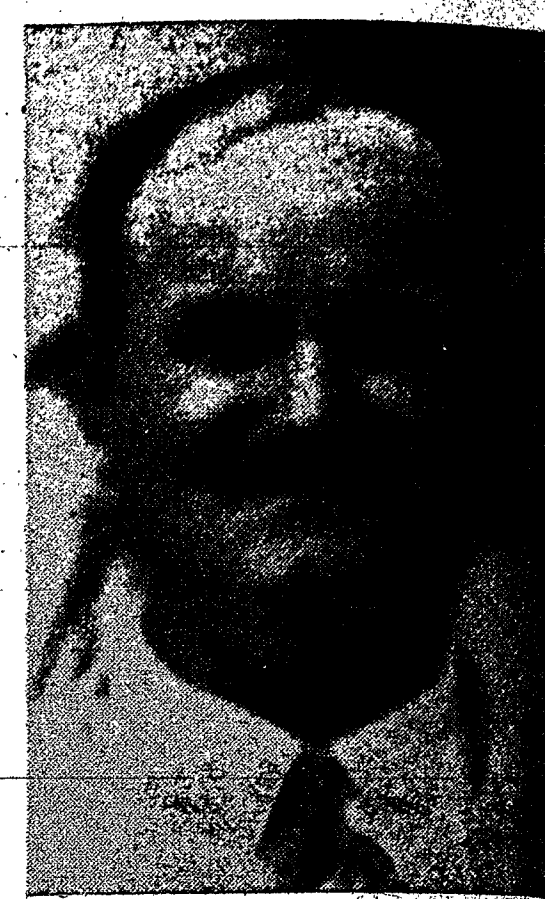
One of the striking and successful figures in Bay St. Louis during the past half century was Eaton J. Bowers, a native of Canton, Mississippi, who came to the Coast when a young man, graduate lawyer in 1884, seeking his future, which he did find here and on the Mississippi Gulf Coast. He rose from a mere youth of a country lawyer to the Halls of United States Congress, representing the Sixth Congressional District from Mississippi. Mr. Bowers married Miss Tallulah Posey, daughter of Ben Lane Posey, lawyer, with whom he was first associated. He held various positions of honor and trust. He was a member of the legislature and his brilliant service there was followed to Washington, where he served again with distinction. He was a man of unusual attainment, brilliant and capable and lived to a

**WAS MAYOR OF THE CITY FOR SEVERAL YEARS.**

A young man of progressive and constructive turn of mind, he was quite active, and it was while he was in office the first Valena C. Jones High School building (for colored) was built. He was born February 2, 1871, and passed away July 8, 1913, as the result of an accident, a heavy log falling on a leg. He is survived by a number of children and his wife, who is today Mrs. J. W. Burns, resident of Bay St. Louis and New Orleans, and prior to her marriage was Miss Mary Huber, her brother, Rinaldo Guerra, county treasurer for many years.

The banks of Jordan river and its tributary, Rotten Bayou, are of indescribable beauty. The oaks, pine and hardwood foliage engages the admiration of all lovers of nature. It is no wonder then so many estates have been built of late and are still in the making. For beauty, satisfaction and happiness it might well be called "paradise row."

# **LEADER OF GROUP OF MEN OF INITIATIVE IN HANCOCK COUNTY**



**RANDOLPH J. LADNER**

No man was more intensely interested in the agricultural, live stock and industrial development of Hancock county, particularly the Bay Waveland district than Randolph J. Ladner, residing at Lakeshore, a native of this county. He served on various boards; a member of the County Executive Democratic Committee, member Board County Election Commissioners and member Board of Directors, Hancock Bank. He was actively interested in various manufacturing enterprises at the time of his death. No man had truer friend than in Randolph J. Ladner.

The town of Pearlington, located on the banks of Pearl river, with its many oaks, centuries old, offers a setting unparalleled. No where else hardly one may find so inviting and restful place, flooded with Southern sunshine and rapturous beauty.

# **NEW BAY ST. LOUIS POSTOFFICE BLDG.—GOV'T OWNED**



# **BAY ST. LOUIS' P. O. BUILDING, ITS FORCE; BUSINESS TRANSACTED**

**Government-Owned—Occupied First Time July 25, 1936**  
—Substantial, Artistic and Roomy; Cost \$32,709.00;  
Grounds \$4,500.00 — Dispatches and Receives  
Mail From Seven Trains Daily—Business  
Increases by Comparative Figures.

Bay St. Louis is very proud of its postoffice—both new building and the management that goes to make it the success attained.

The lot on Main street, costing the government \$4,500.00, is spacious and conveniently located, allowing ample room for service trucks and for any expansion of building that might possibly be necessary. Business of the Bay St. Louis postoffice has never lagged. On the contrary, it has gone forward at all times.

The building is new, government-owned, since the office was moved therein on July 25, 1936, and was built at a total cost (contract) of \$32,709.00. Dye & Mullins, of Columbia, Miss., were the contractors. Taking comparative figures at random, and over a wide period as to allow for normal showing, receipts for fiscal year 1926 were \$12,641.39. Receipts for fiscal year 1941, \$20,535.19, an increase of 62.44 per cent.

Leo G. Ford is postmaster, now serving his second consecutive term. He was appointed March 16, 1937, and the second time on June 28, 1941. The first term for four years. The present, under civil service, is for life time.

The complete personnel of the postoffice (October, 1941) is as follows:

Leo G. Ford, postmaster.  
Henry Capdepon, assistant postmaster.  
Fred L. Herlihy, clerk.  
Arthur P. Loiseano, carrier.  
Joseph J. Scaffidi, rural carrier.  
Andy J. Becker, sub-clerk.  
Osmond A. Blaize, sub-carrier.  
Walter F. Favre, fireman.  
Alden R. Collier, chairman.  
Louis J. Banderet, star route carrier.  
Daniel Lafontaine, star route carrier.  
Irwin Bontemps, messenger.

Bay Saint Louis receives mail from 7 trains and 5 star routes daily and dispatches mail to 7 trains and 6 star routes daily.

Star routes from Bay Saint Louis service Kiln, Miss., Logtown, Miss., and Pearlington, Miss.



**POSTMASTER LEO G. FORD  
BADGE OF HOSPITALITY.**

There are no more truer and genuinely hospitable people than residents of Bay St. Louis. A custom that still holds, but comparatively scant as the years go by, was the serving of coffee the moment guests arrived at the home. Even if the neighbor casually dropped in following the inevitable serving of coffee. And what coffee! Bottled perfume from Arab.

If served black, it was black and strong—figuratively speaking, the spoon stood up in the cup. If served with milk, here were the proportions: about one-third coffee, the balance milk. During the nineties, and even before then, no one entered a home without the host serving coffee. In some local sections, the custom survives.

Because of the mild climate the year round, Bay St. Louis offers exceptional advantages to industrialists employing labor. Because of the extremely mild winters there is no heating problem and no shortage of power. Louis J. Piernas was again

# **POSTMASTERS AND POST OFFICES FROM 1882 TO THE PRESENT**

**Memory and Documentary  
Fragments Supply In-  
teresting Data Down  
The Years.**

The Bay St. Louis postoffice dates back to many years, and since 1882 and before that time the memory of man runneth back.

Bay St. Louis has had white and colored postmasters and postmistresses, the colored serving under Republican administrations. Of this race the one serving the longest and for several years at a time was Louis J. Piernas, today living, and whose services were always efficient, be it said to his credit and in justice to the man.

Before 1882 the local postoffice was served by Eldredge McArthur, when the postoffice building was located on the pier of the old Crescent Hotel, (later the Pickwick) at the intersection of the beach. This was a novel postoffice building—on the edge of the land and over the water.

He was succeeded by Edith Ross, who resided corner Second and State street, and had the postoffice at her residence.

In 1882 Mrs. Annie E. Avery, sister of the late Miss Josie Welch, served as postmistress, the office located at her residence on Union street, east of the present Locust cottage, and property now belonging to St. Stanislaus College. The postoffice then was fourth class.

In 1886 Miss Ella E. Ior, succeeded Mrs. Avery, and conducted the postoffice from her residence, corner Beach and Bookter avenue. The building was a two story one, and one entered from the end of the porch to get to the business window. It was still a fourth-class office, and did not become a third-class office until 1892, the year The Sea Coast Echo was established.

General Postmaster John Wanamaker administration, appointed Louis J. Piernas postmaster under President Harrison's administration. The postoffice was then located on the beach front, opposite the present property of Mrs. George Planchet.

Later, in 1892, when Grover Cleveland, Democrat, was elected president, Joseph E. Saudier, former sheriff and tax-collector, Hancock county, and for many years justice of the peace, was appointed postmaster. He carried on the business of the office in a building on the beach, opposite the present Ramsey Bldg., then the dwelling site of the de Montluzin family. This building was later on destroyed by fire.

# **MISSISSIPPI POWER CO. HAS GIVEN BEST SERVICE SINCE TAKING OVER, 1925**

**Current Rate Has Been Constantly Reduced—Over Thousand Electric Ranges, Electric Refrigerators and Electric Water Heaters in Use—One of City's And County's Largest Tax-Payers.**

It was in about 1900 that electric power was first brought to the Bay St. Louis area, electric service having been continued to the present time. On January 1, 1925 the electric operations were taken over by Mississippi Power Company, a newly organized enterprise which simultaneously commenced operations along the entire Gulf Coast to Ocean Springs.

At that time the rates for residential electric energy began at 17c a kilowatt hour and the relatively small consumption of 25 kilowatt hours per month cost \$4.00. Today, after a series of 6 major rate reductions voluntarily made by the company since beginning operation, the cost of 25 kilowatt hours per month is only \$1.50, or 37 per cent of its former price. Use of 500 Kwh per month which represents average consumption for complete electric service, including electric refrigeration, electric cooking, and automatic electric water heating, would have cost \$51.50 prior to Mississippi Power Company but now costs only \$10.33.

Although electric service has been available in Bay St. Louis and vicin-

ity for over 20 years when Mississippi Power Company commenced operations the company's records indicate that only two major electric appliances were on its lines when the property was acquired. At the present time over a thousand electric ranges, electric refrigerators, and electric water heaters are being served.

During the first year of its operation, residential customers obtained from the lines of Mississippi Power Company used an average of only 150 kilowatt hours per year, while by 1940 the advantages of electricity in the home were being utilized to the extent that average use was 401 kilowatt hours per customer.

Mississippi Power Company is one of the state's largest taxpayers, 17.1 percent of its gross revenues being required for the tax charge in 1940. Company service in the local area is in charge of M. P. Ledbetter, local manager, assisted by A. P. Ramsey, customer service man, E. J. Helzmann, Jr., electric service department helper, and Miss Yvonne Lacoste, cashier.

# **COL. MARSHALL'S GENEROSITY**

Following McKinley Grover Cleveland made another comeback, and Joseph E. Saudier was recommended by his Congressman and again appointed to serve.

Then Teddy Roosevelt came into power and Louis J. Piernas was again appointed. This was in 1902 and again in 1906.

Richard Mendes, former city secretary and auditor was recommended by Congressman E. J. Bowers, under the Taft administration and was appointed.

A. R. Hart, local newspaperman at the time, was appointed under the administration of President Harding, and later under the administration of President Hoover, Harry C. Glover was offered the position, following Mr. Hart's resignation, and was appointed.

For the past four years or more, Leo G. Ford present postmaster has served and the postoffice, after being located for many years in a building specially constructed by the Hancock Bank, Main street, located in the government-owned building presently on Main street.

This building is a handsome and substantial one, modern and cost some thirty-odd thousand dollars. This about chronicles the local postoffice and postmasters to the best of the ability of memory and from documentary fragments.

The Sea Coast Echo enjoyed the privilege for many years, the publisher holding an annual pass over the New Orleans Mobile Division, and for a pass anywhere in the country it was only necessary to ask the same. These were the good old days and Col. Carl Marshall made them so by the ease it was to procure same. The press always came first with him; he highly regarded it and the mission it has to perform. A man of letters, science, a scholar as well as a student he possessed the sense of realization these things and never failed to manifest the spirit of appreciation. The Sea Coast Echo tributes to the memory of such a student Charles Marshall of the 1st and N. N. O. & M. Division. No man hath better friend.

**The Store of Accommodation, Service and  
Better Goods at Low Prices...**

# **Chadwick's Trading Post**

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The name Chadwick has withstood over a half century of time and stands for honesty and dependability. You play safely when dealing at—

# **...Chadwick's Trading Post...**

Jeff Davis Avenue

WAVELAND, MISS.

# **Saint Stanislaus congratulates**

# **Mr. Charles G. Moreau**

for his outstanding work of half a century in  
Bay Saint Louis.

Saint Stanislaus congratulates Bay St. Louis  
for having the grand service of the THE SEA  
COAST ECHO for fifty years.

# **Brother Peter President.**



## COUNTY WPA LIBRARY MEMBERS HANCOCK COUNTY BOARD OF SUPERVISORS WITH SHERIFF IS GREAT ASSET TO CITY AND COUNTY

Now In Seventh Year Story Of Struggle and Success; Now Covers County.

Out of chaotic surroundings and 200 books on the floor of the second story of the Hancock Bank, has grown an institution which is a credit to Miss Louise A. Crawford, the library board, the city and county whose untiring efforts have brought the Hancock County WPA Library to a standard far beyond the expectations of the public for beyond their own expectations.

The library, which was seven years old in March 1941, saw the light against great odds, the greatest the death of three previous libraries. The initial step was the book shower, and then when the nucleus was formed, all women organizations civic and

Charles G. Moreau made a stirring address.

Miss Crawford was appointed at the helm of this trial ship, supported by a strong library board and the co-operation of the community.

No financial aid was forthcoming from the WPA (then the CWA) except salaries for those employed. Hence some plan must of necessity be devised to raise funds for the purchase of books. Among the clever ones was the annual birthday party when the friends of the library were entertained and as they left dropped shining gold coins in the box. Then



TOP ROW—From left to right: Calvin Shaw, Beat 3; Charles R. Murphy, Beat 1, president; John B. Wheat, Beat 2. Second Row: Lander Neacise, Beat 4; Horace L. Kergosian, sheriff; Ed. P. Ortte, Beat 5; A. G. Favre, clerk of courts and clerk of the Board.

library a running start. The city gave a new stove, a new rug to match the one given by Mr. and Mrs. George E. Pitcher, fuel, janitress service, transportation charges on books shipped to the library from out of town donors and gave \$30.00 on the cost of the Encyclopedia Britannica.

The next step was reaching the people of the rural sections and book stations were established at Aaron Academy, Ansley, Catahoula, Clermont Harbor, Dedeaux, Edwardsville, Gainesville, Hoda Town, Kiln, Lakeshore, Leetown, Logtown, Neacise Crossing, Valena C. Jones, Bay St. Louis, Sellers, and Waveland. These Miss Crawford visited monthly taking new supplies.

Story hours were a feature of all stations and Mrs. Caroline Dale Snedeker conducted one at the Bay St. Louis main library.

The library was soon receiving books from out of town sources. The Cloverhook Home for the Blind in Cincinnati sent books which had been ripped apart in the process of transcribing them into Braille. Miss Crawford put in a system of book binding to put these into readable shape. Later the WPA installed a regular book binding department giving instructions to those employed and that department is an important feature of the library.

Other donations of books sent as donations other than the Cloverhook Home for the Blind are Carnegie International Mind Alcove, American Printing House for the Blind in Louisville, Cincinnati Public Library, New York Public Library, New York Hospital for bone diseases and friends in Nantucket, Texas and Chicago.

At the present the library has listed 3000 readers and has acquired 7000 books. It still holds the interest of the community and the number of readers increases daily.

The following ladies constitute the library board: Mrs. John H. Weston, president; Mrs. J. Roland Weston, vice-president; Mrs. L. M. Gex, vice-president; Mrs. William Watts, treasurer; Miss Louise A. Crawford, secretary and Mesdames Carl Marshall, H. Grady Perkins, George E. Pitcher, Mrs. Edouard C. Carrere, C. L. Horton, M. W. Briggs.

### THE MISSES WAGNER WERE OUTSTANDING IN COMMUNITY LIFE

Miss Amodine Wagner, Contralto, Gave Her Time and Talent to Commendable Objectives.

Many of our residents today still remember the Misses Wagner and their sister, known as "Madame Emile," much older than were these middle aged ladies when they first came to Bay St. Louis from New Orleans, where they had previously resided.

The Misses Wagner, Amodine and Albertine, were more active and in better health, hence they got out and

circulated in cultural circles, all three musicians as their father had been a professional teacher of music in New Orleans, where they left during the 80s, owning and occupying the dwelling adjoining and north of Mr. John A. Green's present dwelling. Miss Amodine Wagner was gifted with a contralto voice of rare quality, and many were the times during the 90s and the decade following she loaned her voice for "sweet charity sake," singing in church, at all benefits for the church and for many good causes from time to time. In those days concerts were the vogue, and no program was ever complete without the name of Miss Wagner.

Miss Wagner's name is well deserving a place in The Echo's local Temple of Fame—"Personalities of the Past." She taught voice privately and taught at St. Joseph

Academy for many years, where in later years she and her sisters resided in sanctuary.

Prof. Courtout, was a noted singer in New Orleans and equally a great teacher of voice. Passing the Wagner habitat during time of her formative years, the eminent professor heard a voice possessing marvelous possibilities coming from over a high fence in the Vieux Carre. He heard it repeatedly until he could not resist the impulse no longer to seek the singer. So impressed at the first audition, he offered the father to teach his daughter gratis, to take her as his protegee, assuring that it would be a loss to art and to a possible career to neglect such a voice. He won and she received a full musical education. He was amply repaid by the ultimate result.

The name of "Miss Wagner" continues a well-known household name in Bay St. Louis families. One of the more successful pupils was Mrs. Harry C. Glover, of glorious voice. No midnight mass was complete without Miss Wagner's rendition of "Noel."

The first two sisters, who lived quite a number of years in Bay St. Louis, Miss Amodine spending her last years in New Orleans with the Little Sisters of the Poor to whom she had previously bequeathed her all, died in only recent years at an extremely old age, a life rich in deeds of good. Even though she had passed one biblical four score and ten, she had never lost her marvelous voice of which she gave to charity liberally, until well nigh before the end.

She had never engaged on a stage career. Her father was opposed to this. He was of the old school, and the stage to him was no place for any daughter of his.

### ECHOES OF THE PAST.

This special edition of The Sea Coast Echo does not attempt to cover the 50-year period of its existence now ending. But only touching on high lights, on men and matters, the 50 years. Only the complete bound volumes of the paper for fifty years would come nearer to the mark. And that takes 50 volumes against this one magazine edition.

At point of the Bay St. Louis post office the altitude is officially announced at 26 feet.

C.B. Mollere Joins Bay-Waveland, Hancock County and The Sea Coast in general in extending Congratulations and Best wishes to The Sea Coast Echo.

## Mollere's Chickenburger And Cafe .....

For Ladies and Gentlemen

A select and delightful place located in the very midst of pine forest scenery where you and your friends may have a bite or a drink at any time. Meals served. We cater to families, parties and groups.

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## CHAS. B. MOLLERE

Coleman and Jeff Davis Avenues

WAVELAND, MISSISSIPPI

## Bay St. Louis

BY REV. LEO F. FAHEY

Long before the advent of the French explorers, the City of Bay St. Louis was an Indian Village; here the name of Chicapoula. Here the primitive children of the Choctaw-Muskogean family lived in a veritable happy hunting ground, for the Divine Designer gave this Gulf Coast a special touch of beauty; and to supply the needs of His people, He filled the waters with abundant fish and the forests with plentiful game.

In all probability, Robert Cavalier de la Salle was the first white man to explore this part of the Coast. According to Jacques de la Metairie, the official historian of this expedition, La Salle descended to the mouth of the Mississippi River; and on April 7, 1682, he went to recon-

noitre. (1) In 1682, Tonti the faithful friend of La Salle came as far as the Gulf to seek tidings of his lost leader. On this trip Tonti examined the coast thirty leagues towards Mexico, and twenty five leagues towards Florida. (2)

When Pierre le Moynes d'Iberville came to plant the Fleur de Lis of France on the Gulf Coast, the historian, tells us: "On the 12th of April, 1699, d'Iberville set out to visit a bay about nine leagues from Ship Island, to which he gave the name of St. Louis. But finding the water very shallow there, he concluded to fix his settlement at Biloxi." (3)

1. Mississippi the Heart of the South, Rowlands, Vol. 1, p. 129  
2. Mississippi, Province, Territory, State, Claiborne, p. 16  
3. Historical Collections of La France, Vol. 3, p. 15

This, however, was just a casual visit to sound the depths of the water, and it remains for his brother, Jean Baptiste le Moynes Bienville, to set foot on the land and give it the present name. Let us read the account of this event as described by Penicault, the journalist from the frigate Le Marin: "We shortly afterwards found a beautiful bay, about one league in width by four in circumference, which was named Bay of St. Louis, because it was on the day of St. Louis we arrived there. We hunted there three days and killed fifty deer." . . . "The writer describes a trip up the Mississippi River, and on returning he writes: "Next day we camped at the entrance of Bay St. Louis near a fountain of water that flows down from the hills, which Moynes Bienville named Belle Fontaine. (1) We hunted several days around this bay and filled our boats with venison, buffalo and other game. (2) According to this evidence it is safe to say that Bay St. Louis was discovered and named by Bienville on the Feast of St. Louis, August 25, 1699.

1. Belle Fontaine is now called Pine Hills.

2. Mississippi, Claiborne, p. 20. These first visits of d'Iberville and Bienville established a happy precedent, and soon colonists from Biloxi found their way to this land of plenty. The Hon. J. F. H. Claiborne, author of Mississippi as a Province, Territory and State, was well acquainted with the history of Bay St. Louis; for he lived for years on a plantation a few miles south of the Bay, now called Claiborne, Miss. In an address delivered at Bay St. Louis, July 4, 1876, to commemorate the centenary of the Declaration of Independence, Mr. Claiborne said: "In December of the same year, 1699, d'Iberville placed a few families here in (Bay St. Louis) with a sergeant and 15 men, in a small fort, near where the Toulme Mansion (Judge Chandler's) now stands."

(1. Toulme Mansion was located on the beach between Carroll avenue and DeMontluzin Street, where Dr. C. L. Horton now resides.)

On January 3, 1721, two ships, La Gironde and La Volage, arrived with the population of Hancock County as

M. LeBlanc and Court Bellville on the Yazoo River, and Madame Mezieres on the Bay of St. Louis, ed, as one of the most healthy places in that latitude; and is the retreat for la Bay. From the record of land grants it would appear that the colony of Madame Mezieres settled on a 17084 acre grant north of Felicite Street. The colonists sent over by d'Iberville and Madame Mezieres, were the pioneer settlers of Bay St. Louis.

During this period the "filles a la cassette" or Casket Girls, arrived from France. These women were imported to furnish brides for the colonists. Some were sent by force, others came willingly; some were of questionable morals, others were of irreproachable character. Each young lady, carrying a trousseau packed in

representative of the Ursulines arranged a suitable marriage. The descendants of the Casket Girls are still found on the Gulf Coast of Mississippi.

The treaty of Paris, February 10, 1763, brought to an end the long fight between France and England for supremacy in North America. The Most Christian King of France ceded to His Britannic Majesty, the Mississippi River, the Port of Mobile and all the possessions on the left side of the Mississippi, with the exception of New Orleans, which he ceded to Spain. The Illes of France over fort Conde at Mobile were lowered and the British flag was raised to the music of bagpipes.

The British were now in possession of the Coast; but their rule was destined to be of short duration. On May 8, 1779, His Catholic Majesty of Spain declared war against England; and Galvez, the Provincial Governor of Louisiana, quickly commenced hostilities with his traditional enemy. Within a space of two years Galvez forced the capitulation of every English stronghold on the River and along the Gulf Coast. Spain again came into possession of the territory of West Florida.

In the fall of 1800, Spain secretly ceded Louisiana to Napoleon, by the Treaty of San Ildefonso, Spain, however, remained in actual possession of this territory. A diplomatic triple play was executed at New Orleans in the fall of 1803, when Louisiana went from Spain to France to the United States within the space of twenty days.

When the war of 1812 was on the horizon, Governor Claiborne sent Dr. William Flood to organize the parishes of Biloxi and Pascagoula. On the banks of the Pearl River, Flood chose Simon Favre, an educated and prosperous farmer to serve as justice of the peace. He then moved to Bay St. Louis where he commissioned Philip Saucier, a venerable gentleman of prepossessing manners with a patriarchal influence. The flag of the United States was raised over the Bay on the 9th of January, 1811. Similar appointments were made at Biloxi and Pascagoula; but it was impossible to find any inhabitant of these places who could read or write.

Flood's report shows that he was a keen observer with a judgment bordering on the prophetic. Let us quote part of his report: "They are, all along this beautiful coast, a primitive people of mixed origin; retaining the gaiety and politeness of the French, blended with the abstinence and indolence of the Indian. The people are universally honest. . . . a more innocent and inoffensive people may not be found. . . . I am greatly impressed with the beauty and value of this coast. The high sandy lands, heavily timbered with pine, and the lovely bays and rivers from Pearl River to Mobile will furnish New Orleans with a rich commerce, and with a delightful summer resort." (Claiborne, pp. 304-7)

The American Atlas of 1823, gives the population of Hancock County as 1594. Concerning the climate of the

## The Echo--Then and Now

BY LITA L. MORRILL

OUR Gallant Sea Coast Echo, marks 50 years today, And are we proud of her, my friends? You bet we are, I'll say!

There are many local papers in the country round about, But there's few that boast the many years The "Echo" has to count, From the time it was real country, With no roads of paved cement; Nor could you "phone" for groceries And expect to have them sent.

It meant a horse and buggy, with roads of dirt and clay, And when you had to go to town, it meant, it took a day. The "Echo" saw the ferries, as they slowly disappeared And in their place, the lovely Bridge, That brought our neighbors near;

And then, the Beach Road, paved in front— Which was in those days, quite a stunt— And you, too, that remember, long fifty years ago Could tell us oh so many things; I'm sure you really know; For many are here who lived in those days, When lamps were in use to show us our ways— Then too, the growing of the town, With autos comin'— bustin' round!

Each year "The Echo" spreads its wings, With all the news and coming things. Just read "The Echo" friends, this week With history old,—it fairly reeks; It makes us really proud 'tis here, And so our wishes fond and true, We all extend, "Echo" to you!

visits of priests from Mobile and New Orleans. In 1820, the Bay was attended occasionally by a young missionary named Michael Portier; then, in the second year of his priesthood. On May 15, 1829, this zealous priest became the first Bishop of Mobile. From 1821 to 1836, the following priests attended the Bay as a mission:

The Lazarist Fathers:  
Borgna ..... 1821  
De Angelis ..... 1822, 25, 26, 27, 31-36  
Acquisioi ..... 1823

Seculars:  
Gallagher ..... 1823  
Gury ..... 1831  
Martin ..... 1834

Pope Gregory XVI established the Diocese of Natchez, July 28, 1837. Rev. John Mary Joseph Chanche, a Sulpician, who had refused the miter in Baltimore, Boston and New York, accepted the appointment as Bishop of Natchez and was consecrated Mar. 14, 1841. When he was installed as Bishop of Natchez he found few attractions and much hard work. He

Louis Stanislaus Mary Buteux, 1847-1853  
Rev. Louis Stanislaus Mary Buteux, the first pastor of Bay St. Louis, was of a family which had

Congratulations To Mr. Chas. G. Moreau and The Sea Coast

Echo on Their Achievement

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## BAY ST. LOUIS (Cont'd)

added on the south side, to include a chapel, study hall, science classes and rooms for the faculty. This addition represents an expenditure of \$50,000.00. On November 2, 1930, the new chapel was blessed by Rt. Rev. H. O. Gerow, Bishop of Natchez, and placed under the patronage of Saint Stanislaus.

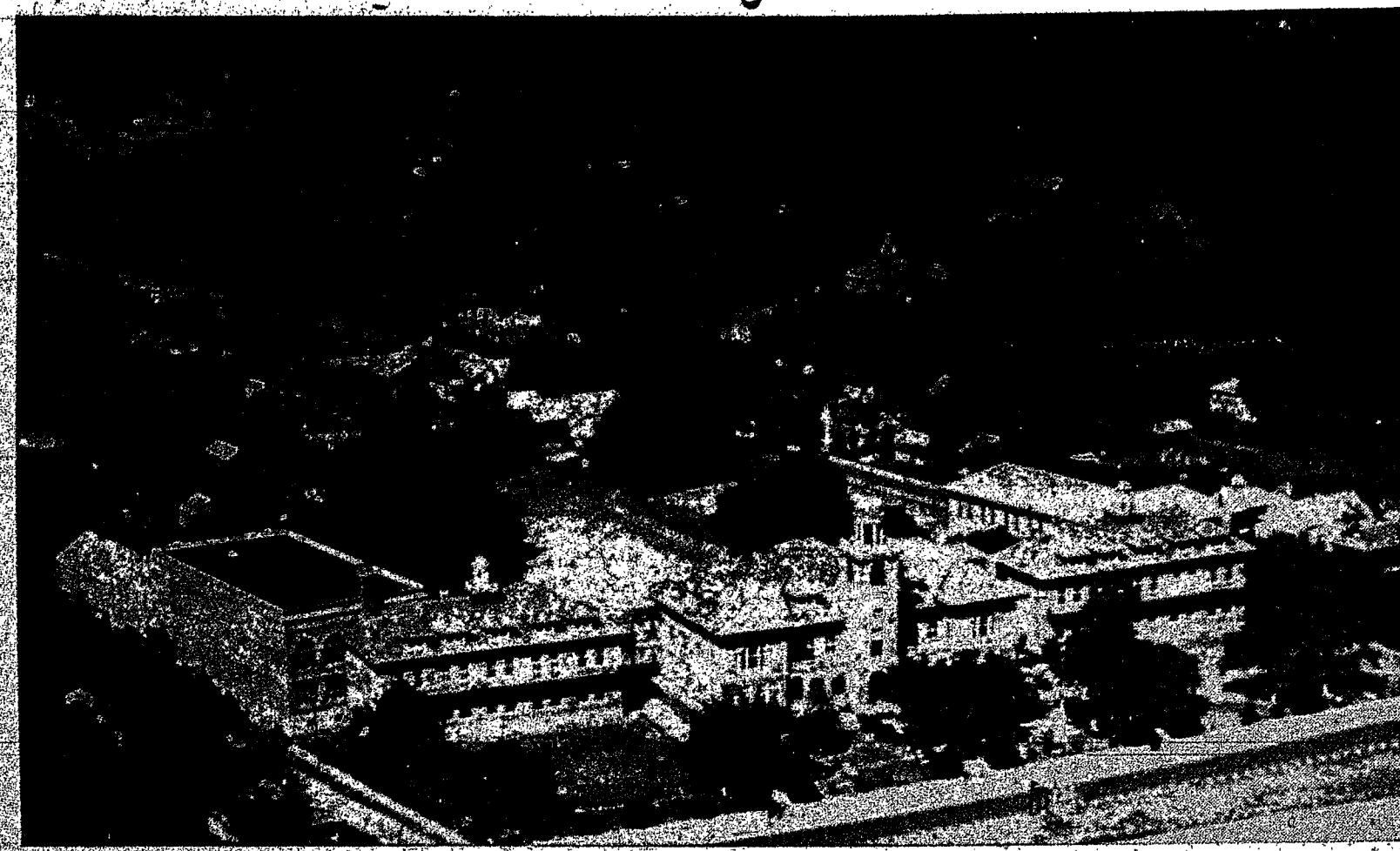
From an humble foundation, St. Stanislaus has grown into an institution with assets valued at approximately \$400,000.00. In the years of formation it was called a college, and still bears the name, but in reality it is a high school. It is recognized by the State of Mississippi, and is a member of the Southern Association of Colleges and Secondary Schools. Affiliation with this Association is the highest rating any high school can obtain. St. Stanislaus has the added distinction of being the only Catholic Boarding School for boys in the Diocese.

From a spiritual point of view, St. Stanislaus has many decided advantages. Mass is offered daily in the beautiful chapel; confessions are heard three times a week, and evening devotions are held every Sunday and daily during the months of October and May. Frequent communion is stressed, and we might add that the number of Holy Communions received within the year will number 25,000. The Sodality of the Blessed Virgin is the largest and most active body in the school. The Blessed Sacrament Society and the St. John Berchmans' Sanctuary Society are sources of edification for the student body.

We may say, without fear of contradiction, that more spiritual retreats are held at St. Stanislaus than in any other institution in the diocese. The priests of the Diocese gather here for their retreat. The Brothers of the Sacred Heart have two retreats each year, for their own members. The student body has one retreat during the school term. The retreat for laymen is likewise held at St. Stanislaus. In addition to many retreats, St. Stanislaus was the scene of the Ninth Synod of the Diocese of Natchez, on July 9, 10, and 11, 1930.

In a few brief words we have sketched the story of St. Stanislaus; but only the recording angels can do justice to the great work the Brothers have done. These humble men of God can lay claim to a two-fold productive life; one ending when they pass from this world; the other ending only in eternity. The simple stone marker in St. Stanislaus Cemetery does not tell the tale of their worries, their labors, their zeal. It cannot tell the good they have done in sowing the seed of the Master in the hearts of the poor children. Only in the second life will this be known. In eternity they will reap the reward of their sacrifice and devotion. Their work here was the work of the sower; their hundredfold and life everlasting will be found in the Home of Our Heavenly Father. May God's blessing be upon St. Stanislaus.

## SAINT STANISLAUS—TODAY



## The Sorbonne

The history of our schools would never be complete without a mention of the Sorbonne. In 1870, the Brothers opened a free school for boys, and named it the Sorbonne, after the famous Parisian University. This school still stands on the property of the Brothers, between Hancock and Union streets. In the beginning it appears that there was only one teacher, Brother Elphege Veyssiere; but it became popular at once, and had an enrollment of 60 for the first session. From 1878 to 1880, the school was closed. Father Theophile Meerschbaert, who was substituting for Fr. LeDuc, petitioned the Brothers to reopen the school. The Provincial agreed, but was understood that the Brothers were under no obligation to do so; in his letter to Fr. Meerschbaert, he quoted the letter of Brother Polycarp in which the conditions of the original foundation are clearly stated.

The Sorbonne was re-opened for the session 1880-81, with Bro. Alphonse as Director. In the fall of 1882 we find Brother Stephen as Director. In 1884 Bro. Achilles as his assistant. That year the enrollment reached 102. For many years Brother Stephen and Brother Achilles worked together at the Sorbonne, or Back School, as it was commonly called.

Brother Stephen Hanlon was one of the best loved Brothers in the community; and, certainly he is the outstanding figure in the history of the Back School. His twenty-five years of service at this school can never be forgotten. He loved the boys and they, in turn, loved him. For many years he wore a long flowing beard, and as the years passed, his beard turned to white. The boys, in their disrespectful youth, gave him the nickname of "Rip"; hence it is that the school received the sobriquet, "Rip's University."

Brother Stephen was a teacher of the Old School, and imparted know-

ledge in various ways; not infrequently, by means of his two famous sticks, "Licorice" the two foot stock of a buggy whip, and "Molasses," an eighteen inch ruler, resembling that sweet sirup in color only. The grades were only eight; but so thorough was the training that many of our best and most successful business men have made their mark in life with the education provided them by Brother Stephen.

In the retreat of 1915, Brother Stephen was retired from active duty; a reward he justly deserved, since he had practically spent himself in the service of the Lord. On February 4, 1921, he died and was buried in the little cemetery located midway between the College and his beloved school. When the stained glass windows were installed in the Church of Our Lady of the Gulf, Rev. A. J. Gmelch, the pastor, dedicated one to the memory of Bro. Stephen. This window is located near the Main Altar, and serves to perpetuate the memory of this Grand Old Man.

## Sisters of St. Joseph (1855-1936)

A chance conversation on a street car in the city of Paris was instrumental in shaping the destinies of the parish of Our Lady of the Gulf, in Bay St. Louis, Miss. The Vicar General of Metz, Msgr. Chalandon, while riding in a street car in Paris, saw a man, whose garb indicated that he was a Protestant Minister. The Vicar General engaged him in a conversation, and found, to his surprise, the stranger was a Catholic priest from the missions of Indiana. Father Buteux was his name. The mistake on the part of the Msgr. can be explained by the fact that the early missionaries did not wear the present ecclesiastical garb. Instead, they wore a black suit, the coat of which reached to the knees; a civilian collar and tie. Being intensely interested in mission work, the Msgr. listened attentively as the Missionary described his work and its hardships. Father Buteux explained that his church was so poor that he could not buy a penny for sick calls on the mission. Let us listen to part of the conversation:

"Oh Father," the Vicar General then explained, "how hard is your life, and how worthy of compassion it appears to me." "Do not pity me, I beg of you," said Father Buteux. "For truly I am the happiest of men. That is surprising? You will soon understand my motive for speaking thus. While I was in Rome, the Sovereign Pontiff, in the interest of my mission, took into consideration the distance which separates our pious Catholics. Not wishing that they would be deprived of Holy Viaticum at the hour of death, He, therefore, authorized me to constantly carry the Blessed Sacrament. Now I always have our Lord with me. Is there a happiness equal to that of continually having the Good God with one? I do not know if there be two priests, one in Christendom who enjoy this privilege. Of far from complaining, my lot is worthy of envy."

"Our church being extremely poor, I have not had a yet the means to buy a silver vessel to keep the Saviour's Body. Therefore I carry it about on my bosom in a corporal. It happens while I am travelling, and that at night, I am obliged to stop at some hut, I keep the Sacred Host on my heart, and I remain in the same position for fear of failing in that respect due to it." (La Congregation de Saint Joseph de Bourg, pp 106-7).

The Msgr. was touched by the faith and devotion of this Missionary; he then drew a few pieces of gold from his purse in order that Father Buteux might buy a penny for the Blessed Sacrament.

About ten years later these two men met again. Chalandon was Bishop of Belley, and spiritual Advisor of the Sisters of St. Joseph. Buteux was pastor of Bay St. Louis. This time the zealous missionary came to his generous benefactor for another request; he came for Sisters to teach the children of his poor mission, so that the souls of these children might become living Tabernacles of the Eucharistic Lord. Thus, the foundation of St. Joseph's was due directly and indirectly to Father Buteux's love for the Blessed Sacrament and his zeal for souls.

In the meantime Mother St. Claude, Superior of the Sisters of St. Joseph, received the following letter from Bishop Chanche:

Bay St. Louis, Miss.  
August 24th, 1854.

My Good Mother Superior:  
Good Father Buteux, Pastor of this parish, having left before my arrival I send you this letter so as to recommend to you the main reason for his trip to France, which is to secure a few Sisters from your Order for the school of the small girls on that mission. I trust, I shall say that I am certain, that their success will be marvelous. It will be the beginning of something greater; for the Sisters here, will increase in my Diocese and probably elsewhere, and thus will do

missionary work in religion.

Father Buteux has my authorization to make with you and your community, all the necessary arrangements for the success of his undertaking.

Recommending myself, as well as my poor Diocese, to your holy prayers, and to those of your good community, I beg you to believe that I am, Mother Superior,

Yours very devoted in Christ,  
(Signed) JACQUES OLIVIER,  
Bishop of Natchez.

Father Buteux directed his steps to Bishop Chalandon and explained his purpose. The Bishop at first refused, for he was anxious to provide for the needs of his own diocese; but moved by the entreaties of Fr. Buteux, he referred the Missionary to the Sisters. The Council at Bourg decided to accept the mission. In the meantime this zealous priest had spent all of his money trying to obtain priests and brothers for the diocese, and lacking funds to defray the expenses of the Sisters, a considerable delay seemed inevitable. At plans were about to be cancelled.

Father Buteux wrote from Orleans: "Providence has come to my aid. I have found in this city the funds that were lacking. Hasten to send your dear daughters so that we may sail as soon as possible."

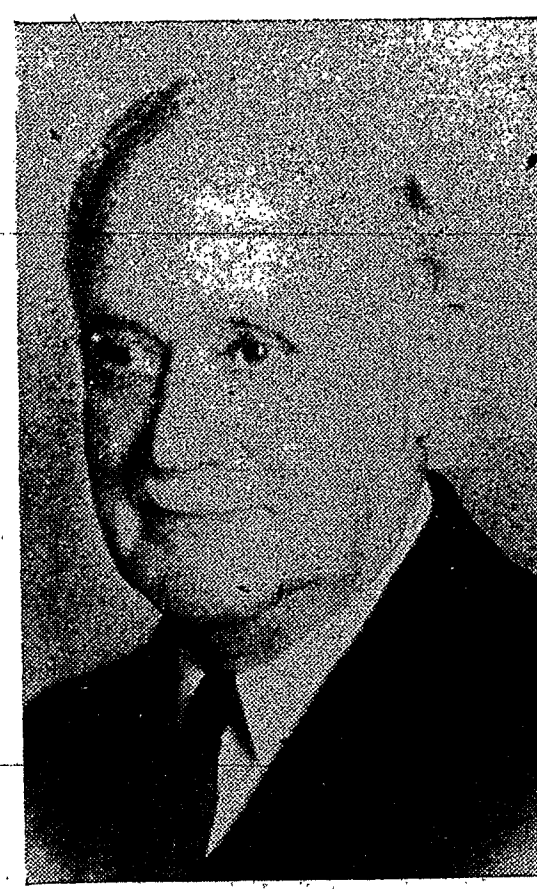
Three Sisters were chosen for their first foundation in America; Sister Eulalie Thamet was appointed Superior of the little band; her companion, Sister Buteux met the Missionary Sisters at the House of Moncaeu street in Paris, on November 14, 1854. After the meeting Father Buteux wrote to Mother Claude: "I cannot thank God enough; the Blessed Mother, St. Joseph and you, so much honored Mother, for having given me those Sisters. This is great grace, and much good fortune for our poor Diocese. It remains understood that the Sisters will cease to be under your authority, forming a branch of your community, and obliged to obey you in everything."

Father Buteux gathered his missionaries; four ecclesiastics, five Sisters and three sisters, and accompanied them to the Havre. There he prepared some provisions especially in the line of broths, sweets, wine and beer, in order that the travellers would be as comfortable as possible.

They sailed on the John Hancock, November 19, 1854. Father Buteux then went to Liverpool and sailed November 29th, on the Steamship "American Pacific." He reached New York about the 10th of December; the journey to the Bay required about 7 or 8 days, and the Pastor was with his people of the Bay for Christmas. He was then able to have things in readiness for the Sisters at their arrival.

The Sisters reached New Orleans December 30, 1854, at 8 A. M. after a long journey of 41 days. Sr. Eulalie hastened to write Rev. Mother a detailed account of the voyage. The Sisters suffered considerably from sea-sickness. The berths of the ship were described in the following words: "Picture to yourself the shelves

## SCION OF A NOBLE FAMILY PARTICIPATES IN CITY'S ACTIVITY



RENE de MONTLUZIN

Celebrating the golden jubilee of their business firm, originally L. A. de Montluzin, chemist and druggist, succeeded by L. A. de Montluzin's Sons at the passing of the Senior, Rene de Montluzin represents the third generation, associated with his son, Rene de Montluzin, Jr., the 3rd generation, graduate pharmacist.

Although passed the diamond jubilee of his birth, Mr. de Montluzin is in excellent health and active in his business. And his life has been an integral part of the city's progress, identified with its every part. His confidence in the city is well indicated in his vast holdings in real estate. As a very young man he was lieutenant in the local National State Guard unit. Realizing the responsibility of his profession he has devoted the major part of his life to the details of that calling. He married Miss Vene Word and a grown son happily unites this reunion. His sister is Mrs. Corinne de Montluzin Lewis, widow of Dr. Hampden S. Lewis, of Bay St. Louis and New Orleans.

## BAY ST. LOUIS (Cont'd)

the pantry, and you will have some idea of what is called beds on board a ship."

The food was in keeping with the berths. Arrangements had been made with the Ursulines to afford them hospitality until they could come to the Bay. The Sisters felt perfectly at home with the Ursulines, who seemed eminently religious. Sr. Eulalie says: "They went beyond amiability, they were generous. Not only did they provide for all our needs for a whole week . . . but feeling that upon our arrival at our post we might be in want, they filled a box with different provisions, which they judged the most useful."

The trip to the Bay, and their impressions of the place are best described in the letter of Sr. Eulalie to her Superior. It was dated January 6, 1855.

"We have finally arrived. New Orleans is connected with the Bay by a railroad and a steamboat. The train goes as far as the Lake, the name of which I do not remember, it may be Lake Ponchartrain. Altogether on the train and on the boat, it took us 7 hours to get here. The house which we occupy is clean enough. Without counting the kitchen, with its utensils and a few towels, it consists of four rooms, furnished with 6 beds."

"As yet, we do not know where we are to teach. It may be in a few buildings separated from our dwelling and which I have not seen. At any rate, the Bishop (Van de Velde) and Father Buteux are on the premises to make the decision. The Bishop shows us the deepest interest. He wishes that our establishment increase and produce good. . . ."

"Bay St. Louis, which is only a small borough in winter, becomes a great city in the summer. The citizens of New Orleans flock there with their families to take up their residence, to flee from the trail of yellow fever which has recently visited the city during the hot season. The healthfulness of Bay St. Louis, to-

gether with its location on the sea, from which we are separated only by a long road, and the convenience of communication facilities the establishment of a boarding school. . . . The Children of the place, who are, quite numerous and backward, are sufficient to provide ample scope for our zeal."

"Already we have visited several houses; everywhere we have been received quite well. Everybody felt the need of a religious house; it was desired and longed for with impatience. Thus everybody is grateful to Father Buteux, who was instrumental in securing it at the cost of such pains. He is looked upon and loved as a father. That is only right; he is a true missionary; a saint who bears in mind only God's glory and the salvation of his people, two ends for which he sacrifices himself entirely. It is to him they owe the church, the Brothers' house, and to him we shall owe our own, for he will work to complete the foundation."

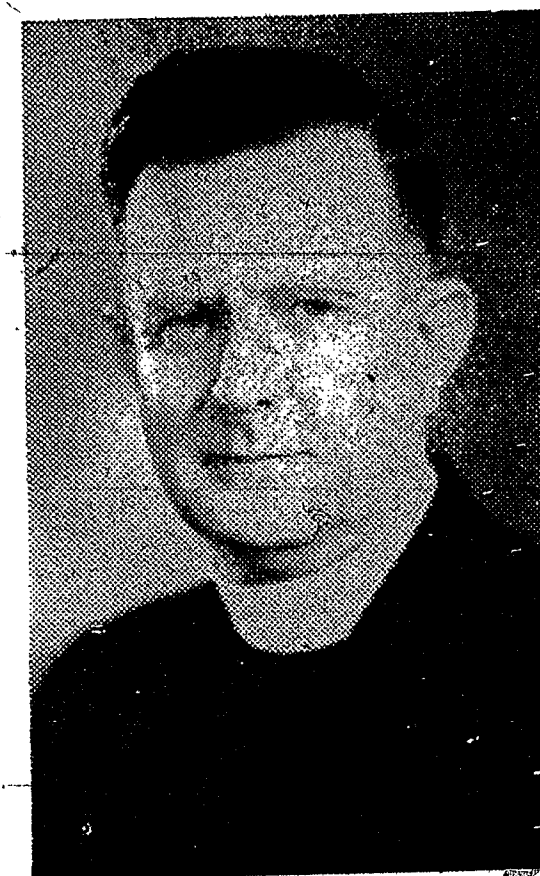
A simple entry in the diary of Father Buteux shows his feelings on the arrival of the Sisters: "January 6, 1855: arrival at Bay St. Louis of three Sisters of St. Joseph, Mother Eulalie, Sr. Mary Anatolie and Sister Gonzaga. A Saturday, and also the day of the Epiphany. What a beautiful coincidence. Les Soeurs ne sont pas l'Etoile qui va conduire a Jesus Christ. What a beautiful beginning of the year." With these words his diary comes to an end.

On the next day, Sunday, January 7, 1855, Bishop Van de Velde formally installed the Sisters of St. Joseph of Bourg in their new mission, Bay St. Louis, their first foundation in America.

From the records it would seem that the Sisters opened a school at Waveland. They walked to and from the school, a distance of about four miles. In their little home at the Bay they organized a sewing circle. The one spare room was used as a class room, dining room and sewing room.

Realizing that there was much work to be done in the Bay, Sr. Eulalie requested Mother St. Claude to send additional Sisters. In May, 1856, five more Sisters were sent to America; they sailed on the S. S. Stewart. Sr. Thomaide, Sr. Colombe and Sr. Neomise were intended for

## NATIVE BAY SAINT LOUISIAN IS PRIEST OF CATHOLIC CHURCH



REV. FATHER LEO F. FAHEY

A native of Bay St. Louis, son of the late Mr. and Mrs. John B. Fahey, Father Fahey first studied in this country and later in Rome. Concluding his studies he was ordained priest in Bay St. Louis at the Church of Our Lady of the Gulf, and served as assistant pastor to the Very Rev. A. J. Gmelch for a dozen of years or more.

Recently he was appointed by Rt. Rev. Bishop Richard Gerow pastor of the church of the Sacred Heart at Hattiesburg, Miss., where, by his zeal and energy and engaging personality is building the parish to proportions it has never known.

Mary Lambert also came to the Bay. In 1857, Bishop Blanc of New Orleans, invited the Sisters of St. Joseph to establish a house in New Orleans. Sr. Eulalie was transferred from the Bay and became the first superior in New Orleans. This division left both houses in need of workers, and in October 1857, Father Buteux visited France and explained the distress at the Bay, due to the lack of a sufficient staff. On May 28, 1858, five more Sisters were sent to America; they sailed on the S. S. Stewart. Sr. Thomaide, Sr. Colombe and Sr. Neomise were intended for

and Sr. Rolandine came to the Bay. Father Buteux went to France and stopped at Ars, where he consulted the Holy Cure St. John Mary Vianney. From Ars he petitioned Mother St. Claude to send more Sisters to his mission. This letter was countersigned by the Holy Cure, and it is hardly necessary to say that the petition was granted.

During the dark days of the Civil War, the Sisters underwent many privations. Communication with the Mother House in France was cut off completely. Archbishop Odin of New Orleans, after many difficulties, reached France in 1863, and delivered messages from the mission Sisters. The French flag afforded protection to the Sisters, but food was scarce and difficult to obtain. The Sisters at the Bay suffered even more, and at times corn meal was about their only food.

During the war the boarders returned home, but in 1866 Fr. LeDuc mentions that the Academy is flourishing and has 45 boarders. It was necessary to erect another building to be used for dormitories and classrooms.

On thru the years the Sisters worked, improving their school and affording the best education possible. Then on the night of November 16, 1907, fire destroyed their Parochial School and Academy. In the morning, nothing but smouldering ruins remained of the school built at the cost of so much labor and sacrifice. The work of 55 years vanished in smoke. Like the missionary Sisters of pioneer days, the daughters of St. Joseph went to work immediately. They rented the Point Comfort Home, and continued the school session. In March they started to rebuild the school; and in October the new and greater St. Joseph's was ready for occupancy.

In 1924, Rev. A. J. Gmelch built an annex on the Church property to accommodate the increased enrollment the school was completed in December of the same year. To celebrate the diamond jubilee of the foundation, and to fulfill the modern requirements of education, Mother Claire erected the St. Joseph's Memorial Hall at a cost of \$40,000.00. St. Joseph's Hall will long stand as a monument to the noble souls who spent themselves in the

## J. A. MONTLUZIN, CHEMIST-PHARMACIST, HERE FOR MANY YEARS



J. A. de MONTLUZIN

Ludovic de Montluzin, du Sauray, born December 12, 1827, was a native of Lunelle, France. Born of the nobility, and for a half century made Bay St. Louis his home, an outstanding resident of the community. He passed away at his Bay St. Louis beach villa December 23, 1908.

In his earlier years, as a youth arriving from France, a graduate chemist and professor in academics, he taught in St. James parish before moving to Bay St. Louis. As a chemist, he stood high in this scientific profession and it was but natural he established a pharmacy, now one of the oldest firms in Bay St. Louis, which business is continued by the family to this day.

Mr. and Mrs. de Montluzin's children were Fernand, Roger, Alfred, deceased, and Rene. Mrs. C. H. de Lappe, deceased, and Mrs. Corinne de M. Lewis, widow of Dr. Hampden S. Lewis.

service of the Master. The new building was dedicated by Rt. Rev. R. O. Gerow, Bishop of Natchez, on Sunday, December 14, 1930.

From a modest foundation, a little frame building still standing on the Convent property, St. Joseph's has grown into one of the finest institutions of its kind in the diocese. In academic rating it is second to none, for St. Joseph's is a member of the Southern Association. Her daughters now very numerous, are all proud to be children of this grand institution.

It is only fitting that we pay a parting tribute to the Sisters. Fleeting and insignificant as every hour of the class room may seem in itself, each, as it passes, leaves an impression never to be effaced. For time and eternity the character of the pupil will bear the marks of this gentle training. Only in Heaven will we know just how much of the achievements of after life are to be credited to the hidden labors of the Sisters. This reflection is beautifully expressed by Father Gareche, S. J. "Gentle among her ruddy flock she stands,

Their dewy faces sleepy at the morn,  
Fresh as the summer flowers in the corn,  
Sweet as the daisies on the meadow-lands,  
And droning like a hive of honey bees  
They con their tasks, that smiling nun to please—  
She holds their little hearts within her hands,  
And she, for Christ, dear love, her tasks pursuing—  
Love craveth labor though the task be sore—  
Some tender deed forever will be doing  
To make them love her Jesus more and more.  
With patient eyes she scans their candid faces,  
She sees not far beyond their childish graces,  
Nor reck's the cost nor counts the gain ensuing,  
Yet you might had a bishop God will make,  
To rule a people with the love she gave.

## CONGRATULATIONS TO THE SEA COAST ECHO ON THE OCCASION OF ITS GOLDEN JUBILEE

# ASHTON'S

## —FOOD STORES—

Bay St. Louis Gulfport Biloxi

Are Recognized the Coast over for  
QUALITY AND VALUES

- Quality of the Very Best
- Variety From Which to Select
- Quantity For Less Money
- The Best the Market Affords

Ashton Food Stores buy in carload lots, hence it is reasonable to conclude we get the goods and sell at prices that bring the buying public to our stores.

### 3—MAIN STORES—3

Congratulations to Mr. Chas. G. Moreau and the Sea Coast Echo for the completion of fifty years of service to Bay St. Louis and its people.

## MOBILE EXPRESS, Inc.

V. A. Morreale, Agt.

For Dependable Freight Service

Phones—Bay St. Louis, 371—New Orleans, RA 2114

Congratulations to The Sea Coast Echo

## Boudin's Grocery

35 Years in Business

Third and Washington Bay St. Louis

FULL LINE OF GROCERIES FOR THE FAMILY AND GENERAL LINE OF MERCHANDISE. RELIABLE AND DEPENDABLE.

VEGETABLE AND FLOWER NURSERY

Home grown vegetables and plants in season

Mr. and Mrs. P. J. Boudin, Proprietors



## BAY ST. LOUIS (Cont'd)

to fall in heathen lands, love's will be slave.  
This teaching day by day the ruddy  
rows—  
The seed, nor knoweth what  
she sows—  
In distant years the billowy harvests  
wake.

## Shrine Of Our Lady Of The Woods

Twenty one years of pioneer  
work had undermined the  
health of Father Buteux. In the fall  
of 1857, he visited his native coun-  
try to recuperate. Even in his ill-  
ness, he was constantly mindful of  
the welfare of his mission.

He visited the Sisters of St. Joseph  
at Bourg to obtain more teachers  
for the Bay; he tried to find priests  
for the Diocese, and lastly, he sought  
financial aid from the Propagation of  
Faith for his poor parish.

In January 1858, he set sail for the  
Bay. While on the ocean a terrible  
storm arose, and the little ship was  
battered by mountainous waves for  
five days. The boat was sturdy  
enough, but what can withstand the  
combined fury of wind and sea. The  
ship sprung a leak. Destruction and  
death seemed inevitable. Father  
Buteux fell upon his knees and in-  
voked the aid of Our Blessed Mother.

His devotion to Mary had been  
long and true; his first church had  
been named "Saint Mary of the  
Woods," his second "Our Lady of  
the Gulf." He called upon Her with  
confidence, and promised to build a  
shrine in Her honor if all were  
saved. Mary heard his prayer, and  
the battered wreck, destitute of mast  
and sails, came safely into harbor.

True to his promise, Father Buteux  
went to France for a Statute of Our  
Lady, upon its arrival he gathered  
his parishioners, the Brothers and  
Sisters and formed a procession to

VERY REV. HENRY LEDUC  
(1834-1897)

the woods in the rear of the convent  
property. There he blessed the  
statue under the title of Our Lady  
of the Woods. A trunk of a tree  
served as a primitive pedestal. The Sisters, aided by some  
of the ladies of the parish, planted  
the beautiful avenue of cedars that  
line the path to the shrine. Years  
later, a gentleman, involved in some  
serious trouble, made a solemn pro-  
mise to Our Lady of the Woods, if  
She would help him in his differ-  
ences, he would build a suitable  
shrine in her honor. The favor was  
obtained, and in gratitude to Our  
Blessed Mother, he built the modest  
shrine that remains to this day.

For seventy long years this little  
statue has withstood the capricious  
elements of our Gulf Coast. Storms  
have raged and our shores have been  
strewn with wreckage, but Our Lady  
of the Woods has never been injured.  
This little statue made of some brittle  
material, with no protection other  
than the tiny dome overhead, is a  
constant reminder of Mary's loving  
protection.

## Very Rev. Henry LeDuc

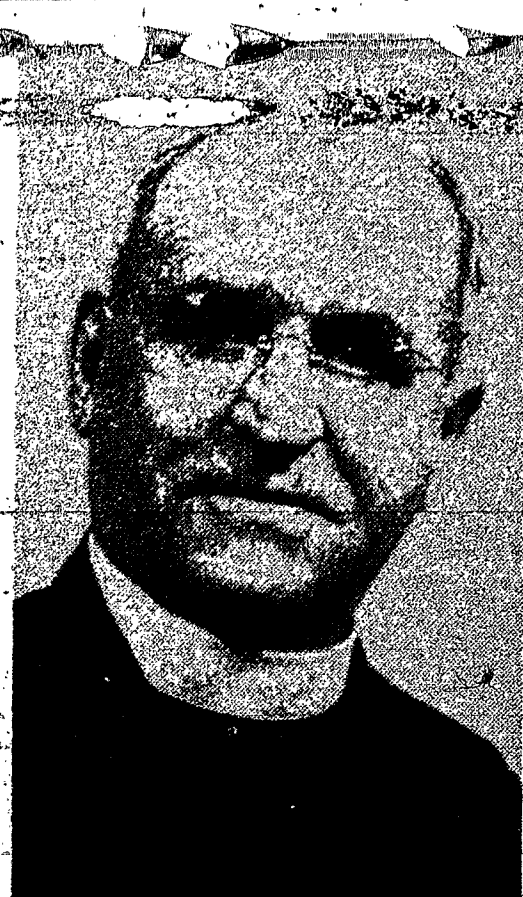
Rev. Henry LeDuc was born in  
France, (Ingrandes), January 1,  
1834, and was ordained to the priest-  
hood at Nantes on January 30, 1859.  
As a student he had volunteered for  
work on the missions of Natchez;  
and on March 27, 1859, the Bishop  
of Nantes signed an exeat permit-  
ting Father LeDuc, priest of the  
Diocese of Nantes, to come to labor  
in the Diocese of Natchez and re-  
main there.

The day of his arrival in Natchez,  
May 2, 1859, was the eve of Bishop  
Elder's second anniversary in the  
Episcopacy; a Pontifical Mass was  
sung to celebrate both events. Father  
LeDuc remained in Natchez for  
some months, and on November 17,  
1859, he was appointed pastor of Bay  
St. Louis.

The Holy Oils were scarcely dry  
on his hands when he came to the  
Bay. Little did he know that this  
would be his one and only assign-  
ment; that for nearly thirty-eight  
years he would spend and be spent  
himself in the service of this parish.  
True enough he found a church, a  
school, an Academy for girls and a  
school for boys; but all were in their  
infancy. The ground had been broken  
and the seed planted; but it took  
a man of zeal and patience to con-  
tinue the good work. Providence  
had admirably fitted Father LeDuc  
for this task.

In 1859 the Brothers built an ad-  
dition to their school; and in August,  
1860, a strip of land was purchased  
from Manuel Muniz, to be used as  
a Parochial School for girls. The  
Civil War delayed the building of  
this school, and it was not finished  
until 1867. In addition to his own  
missions, Fr. LeDuc attended Pass  
Christian from 1861 to 1863, when  
Fr. Holton was transferred to Can-  
ton. The war caused many hard-  
ships in Bay St. Louis, and the Pas-  
tor often exposed himself to dan-  
ger in order to bring food and pro-  
visions to his people.

With the aid of Pierre Prudeaux,

VERY REV. A. J. GMELCH,  
Pastor Church Our Lady of the Gulf.

the first Altar Boy of Father Buteux,  
Father LeDuc obtained food and  
supplies for his people along the  
coast. The schooner, appropriately named,  
"Hard Times" was seized by the  
enemy. A Federal Gunboat took  
Pierre to New Orleans where he was  
imprisoned; subsequently he was re-  
leased and returned to the Bay.

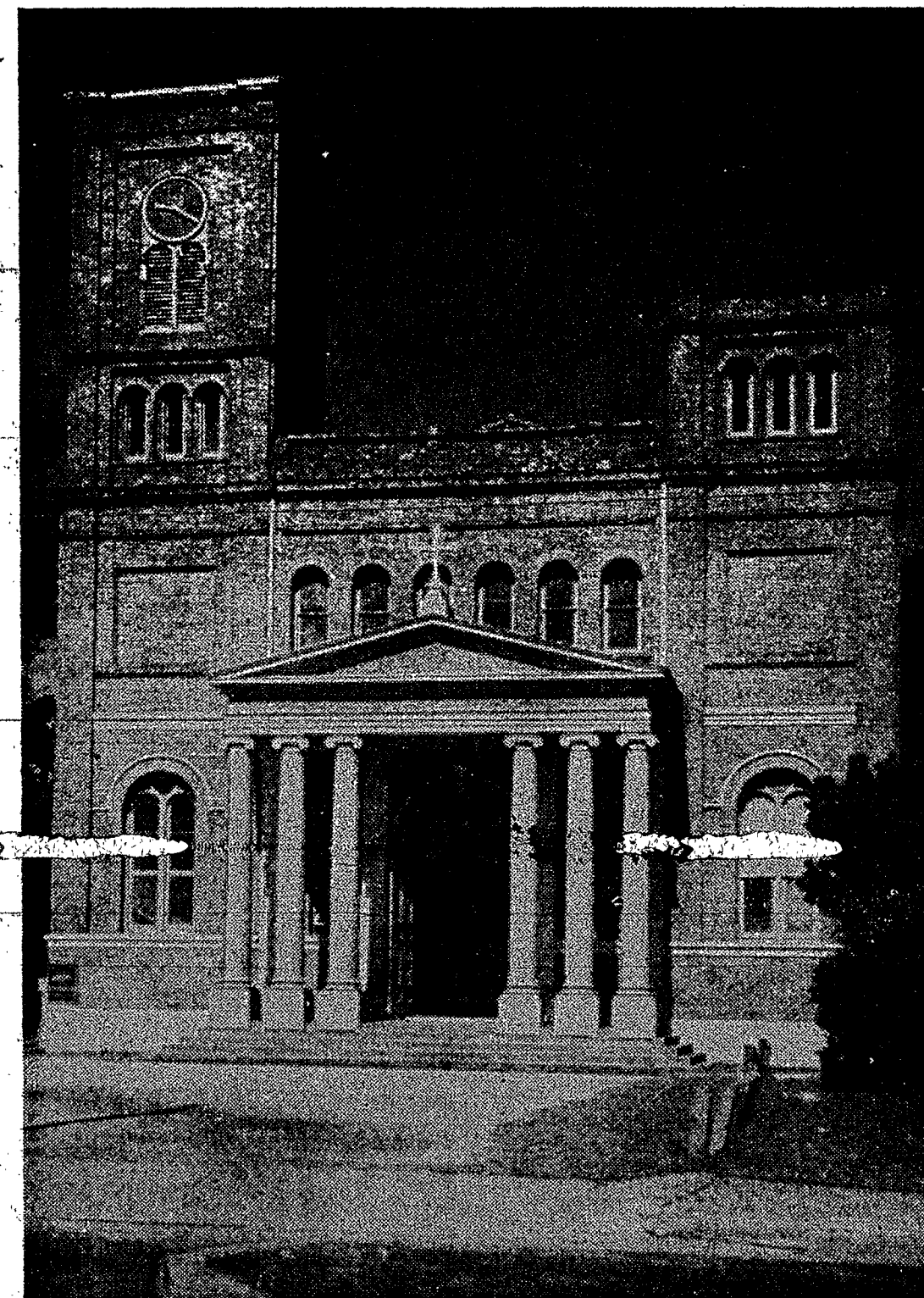
In the spring of 1864, a company  
of Federal Soldiers from Fort Pike  
at Chef Menteur, landed at the Bay  
and were met by a company of "Sib-  
ley's Cavalry" of Alabama. The Con-  
federates repulsed the Federal Troops  
and took a few prisoners. The  
wounded Government Troops were  
carried to the home of Mrs. Giacomo  
Monti near the German Settlement  
at Brown's Vineyard. A few weeks  
later, 200 Federals from the Gun-  
boat "Commodore," came to rescue  
the captives. Captain Marshall of  
the Grays was in the Bay on a re-  
connoitering expedition, and while  
standing at the corner of Union and  
Front streets, was shot by a federal

soldier. Father LeDuc rushed  
and prevented the soldier from  
firing. The soldier was killed with  
a bayonet.

The Federals then decided to  
destroy the town. They burned  
Lockett Hall properties in the  
neighborhood of the Pollock  
denance. The people were terrified.  
At that particular moment Fr.  
Duc then a young priest, appeared  
on the street in the neighborhood  
of the Church, with a crucifix in  
hand. The Federals, who were  
the most part Irish Catholics,  
staunchly ceased firing and in re-  
sponse to the Cross of the Savior, they  
dropped their hats. Thanks to the com-  
municative influence of Father  
Duc, peace was restored, and Bay  
Louis was saved from destruction.

After the war things improved  
rapidly. Fr. LeDuc's record of his  
Elder's visitation gives a good  
description of conditions in the parish.  
"February 4, 1866—Bishop Elder  
ministered Confirmation. At this  
the Bishop finds the condition of  
congregation very satisfactory  
most respects. . . . The Pastor  
structs chiefly in French, but  
English is taught in both the  
The Brothers of the Sacred Heart  
and the Sisters of St. Joseph are  
in teaching Catechism. With the  
authorization of the Rt. Rev. Bis-  
hop, I enlarged the gallery so as to  
fit large enough for the Brothers  
Sisters' boarders; it cost about \$100.  
In the course of the summer, with  
the consent of the Bishop, I had the  
Church nicely painted; it took  
months for four painters to do the  
work. It cost me \$175.00. He  
opened the door in the front of  
Church for the use of the Brothers  
and this, with some repairs cost  
\$200.00. The Rectory was plastered  
and painted at a cost of \$400.00. In  
order to pay these debts he gave a  
vocal concert which brought in  
\$500.00, and then a Fair which, not-  
withstanding all the difficulties of  
the time and weather, by the pro-  
tection of God and the Blessed Mother  
brought in \$1200.00. The new re-

## CATHOLIC CHURCH OUR LADY OF THE GULF



Built after the fire of November, 1907 by the late Monsignor John  
Frendenget, then pastor, and completed by the Very Rev. A. J.  
Gmelch, pastor, since 1918. In point of membership Bay St. Louis  
is the largest parish in the Diocese of Natchez. This church is  
one of the largest and handsomest in Catholic Mississippi.

## BAY ST. LOUIS (Cont'd)

and collections for the year cleared  
the balance of the debt. So Father  
LeDuc can add the important item:  
"There are no debts, neither on the  
church nor on the house."

The original church built by Fr.  
Buteux in 1847, either had no bell  
tower, or a very small one; so Father  
LeDuc decided to construct one.  
In 1868 the tower was completed. In  
1873 Mrs. J. Schiller donated a beau-  
tiful bell weighing 1540 pounds. This  
was blessed by Bishop Elder Febru-  
ary 8, 1873. Mrs. Schiller and Mr.  
Thomas Layton, president of the  
Southern Bank in New Orleans, were  
the sponsors.

The beautiful Cemetery of St.  
Mary's was dedicated by Fr. LeDuc  
on December 22, 1872. Many Cath-  
olic families bought lots here and  
transferred their dead from the Pub-  
lic Cemetery.

On February 10, 1879, the Pastor  
and Bishop Elder left for the Jordan  
River Missions. The next day  
three masses were offered in the  
new church erected on Bayou Binan-  
choa (Rotten Bayou). The masses  
were by Bishop Elder, Father Le-  
Duc and Fr. Beerschaert, who sang  
the High Mass. On that day the  
church was blessed and placed un-  
der the protection of St. Joseph.  
Confirmation was administered to  
133, three fourths of whom were  
adults. "The congregation on that  
day, which was a working day, was  
very large and very attentive. All  
left carrying with them the sweetest  
remembrances and most favorable  
impressions of the success of this  
new and difficult mission."

On October 5, 1876, Father LeDuc  
wrote to Bishop Elder: "I have to  
inform you that the old church is  
falling in ruin. Some of the col-  
umns and many of the pieces which  
support the bricks of the upper story  
are rotten. The walls are all crack-  
ed. The Brothers cannot prudently  
any longer bring the pupils in the  
galleries. I will have to condemn  
the old church. I had the whole  
examined carefully by a good archi-  
tect and a builder. They have pro-  
nounced the case very bad, incurable.  
It will be then necessary to go to  
work right off. One of the side

walls will be preserved. It will only  
be raised. The bricks of the other  
walls will be used. . . . The architect  
and builder, having made an esti-  
mate of the expenses, declare that it  
will cost about \$2000.00. As I ex-  
pect to have some contributions dur-  
ing the progress of the work, I will  
ask you for a written permission for  
the loan of \$15,000. . . . As times are  
very dull and materials very cheap,  
we expect to have a good and cheap  
job. The old church will, of course,  
be rebuilt according to the new plan."

Bishop Elder granted permission  
for the work and the loan; but as the  
work progressed, Father LeDuc found  
it necessary to ask for an additional  
loan of \$500.00, in order to complete  
the church. On February 28, 1877,  
he wrote to the Bishop: "The work  
of the church is nearly finished. I  
hope you will like it. It has added  
a great deal to the appearance of the  
church." Thirty years later, Novem-  
ber 16, 1907, this beautiful church  
was destroyed by fire.

From the records of 1879, we may  
get an idea of the zeal and labor of  
this true missionary.

Confirmations by Rt. Rev. W. H.  
Elder.

Confirmed	
Bay St. Louis, Feb. 26, 1879.....	50
Bay St. Louis, May 16, 1879.....	14
Bayou Cadet, St. Henry's Church, Blessed April 27, 1879.....	30
Pearlington, New Church, St. Vincent de Paul, Blessed April 29, 1879.....	2
Bayou LaCroix, New Church of the Holy Cross, Blessed April 29, 1879.....	18
Jordan River, Church of the Annunciation, April 30, 1879.....	42
Bayou Binanchoa, .....	43
St. Joseph's Church, Hickory Creek, at Simon Ladner's May 2, 1879.....	18
Wolf River, Carlos Ladner's May 3, 1879.....	7
Red Creek, Dr. Moody's May 4, 1879.....	10
Little Biloxi, Sylvan Ladner's May 6, 1879.....	12
Big Biloxi, Edward Saucier's May 7, 1879.....	13
Wolf River, Romain Cuevas' May 8, 1879.....	44
Dr. Linsey's School House May 9, 1879.....	17

Wolf Town  
May 11, 1879.

Total number of confirmations at  
Bay St. Louis and its missions  
in 1879.....382

Of this number 49 were converts.

Of course it would not be fair to  
leave the reader under the impression  
that these missions were attended by  
Fr. LeDuc all thru the years. Such  
is not the case. It just happened  
that he had charge of them for 1879.  
Off and on during the early years,  
the Kiln and its missions came under  
his care; the same may be said for  
Wolf River Missions. At other times,  
he had the usual missions of Bay St.  
Louis, namely, Waveland, Bayou  
Cadet, Pearllington and Bayou La-  
Croix.

In the Catholic settlement around  
Bayou LaCroix, the Church of the  
Holy Cross was built on the 5 acre  
plot donated by Mr. Matthew Ver-  
derbar, a relative of the Zengarling  
Family. The Church was dedicated  
on April 29, 1879, by Bishop Elder.  
In the summer of 1881, Bishop Jan-  
sens visited the remnants of the  
Choctaw Indians who lived in Devil's  
Swamp near the church. All the In-  
dians had been baptized, and on this  
occasion 27 were confirmed. In this  
little church-yard cemetery, on the  
banks of Bayou LaCroix, sleep the  
last children of this once mighty  
tribe.

On July 15, 1883, Bishop Janssens  
blessed the bell of St. Claire's Chap-  
el in Waveland. This chapel was  
built by the contractor, Mr. Charles  
Sanger, and dedicated by Bishop  
Janssens in 1882.

The Dunbar interests operated a  
canning factory at the north end of  
the Bay, near Cedar Point. The ma-  
jority of the natives in this section  
were Catholics; and in addition to  
these a goodly number of Austrians  
and Slavs were brought from Bal-  
timore, Md., for work in the factory.  
Father LeDuc, in his care for the  
spiritual needs of his people, built  
St. Joseph's Chapel on the corner of  
Dunbar avenue and Blakemore street.  
Bishop Heslin assisted by Fr. LeDuc  
and Fr. Alphonse Ketels dedicated  
St. Joseph's Chapel May 10, 1896.

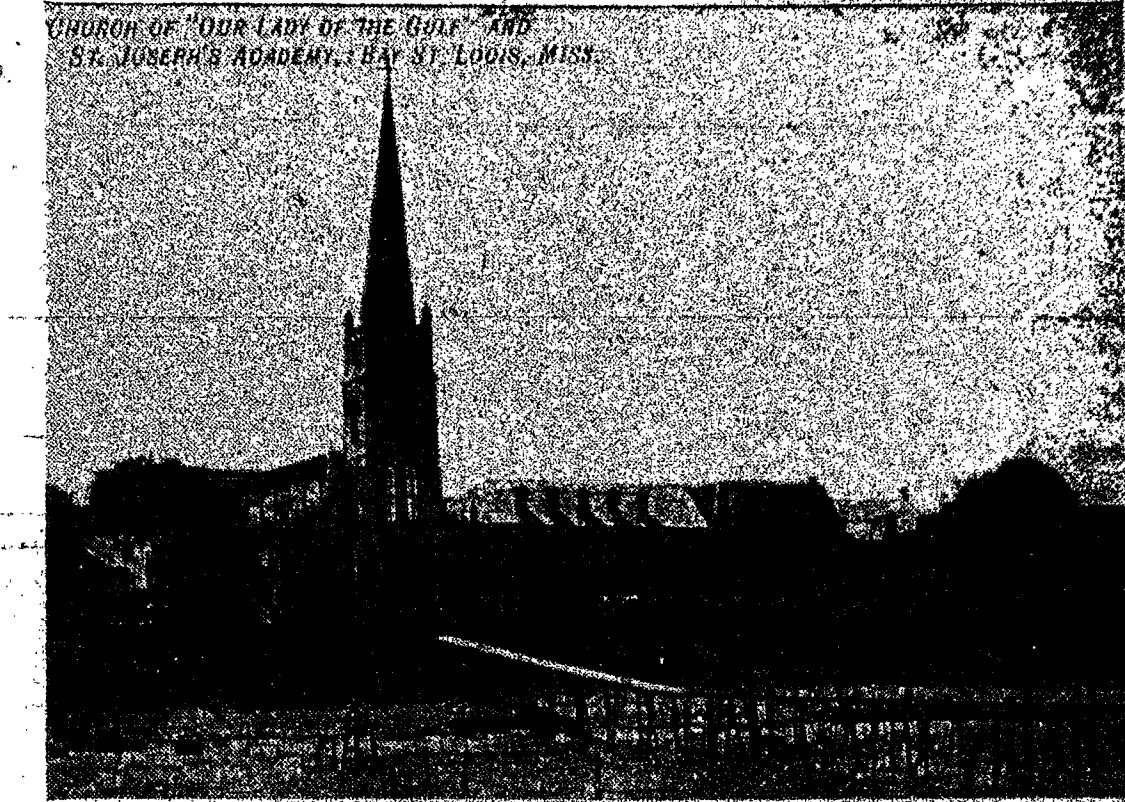
On the same day the bell of St.  
Joseph's was blessed. On a gold  
plate attached to the frame of the  
bell is the following inscription:  
"Donated by G. W. Dunbar & Sons,  
on the occasion of the First Com-  
munion of Susie Olga Dunbar, in  
New Orleans, April 26th, 1896."

Sponsors for the bell were Miss  
Susie Olga Dunbar and Mr. Frank  
Dunbar, Jr.

A little school was opened with 35  
pupils in the same community on  
Monday July 15, 1896. This school  
was endowed by Fr. LeDuc and Miss  
Henley of Biloxi was the teacher.  
The school was still operating in Oc-  
tober 1901.

During his thirty-eight years in  
Bay St. Louis, Father LeDuc had the  
help of many able priests: Father  
Huber, an ex-confederate Chaplain,  
was here in 1868. Fr. H. A. de  
Moranges lived at the Bay in 1869.

## CATHOLIC CHURCH BEFORE AND AFTER THE GREAT FIRE OF 1907.



Ruins of CATHOLIC CHURCH, OUR LADY OF THE GULF.  
Erected in 1850. Destroyed by fire Nov. 16th, 1907. Bay St. Louis, Miss.

In his will he left about \$1000.00  
for the erection of a chapel at Ed-  
wardsville. Father Frendenget car-  
ried out his last request and the  
chapel named after the generous  
benefactor and was dedicated Oc-  
tober 30th, 1910.

During his thirty-eight years in  
Bay St. Louis, Father LeDuc had the  
help of many able priests: Father  
Huber, an ex-confederate Chaplain,  
was here in 1868. Fr. H. A. de  
Moranges lived at the Bay in 1869.

"The Land Where Your Dreams Come True"

# ..WAVELAND..

LAND OF WAVES  
LAND OF PINES  
LAND OF HOMES  
LAND OF HEALTH  
LAND OF HAPPINESS...

ONE OF NATURE'S MOST CHARMING SPOTS—  
TO LIVE HAPPIER AND LONGER — OFFERING ALL  
ADVANTAGES FOR BETTER AND MORE  
ECONOMIC LIVING.

## All The Year 'Round Resort

Greatest Summer Resort on the  
MISSISSIPPI GULF COAST

The number of new dwellings constructed in Waveland the  
past couple of years—the present continuance of construction—  
is best evidence of Waveland's desirability as a place in which  
to live.

Nearest Gulf Town to New Orleans, metropolis of the South  
Overland, railroad and water routes.

ONE HOUR'S TRIP FROM NEW ORLEANS.

For further information address Board of Mayor and  
Aldermen.

THOS. J. BOURGEOIS, Mayor. —FRANK MILLER, Secretary.

SCHOOLS  
ARTESIAN WATER  
HARD-SURFACED  
STREETS  
STORES AND SHOPS  
NATURAL GAS  
(Voted for)  
ELECTRICITY  
TRAIN & BUS SERVICE  
PUBLIC WATERWORKS  
(Voted for)

## BOBBY ANNE BAKERY

Cakes made to order for Special and All Occasions.

No order too small, none too large to receive our Best and  
Prompt Attention. Years of experience and our modern  
equipment, fully sanitary, insures the very best.

## Bobby Anne Bakery

Main Street, Opposite P. O.

Bay St. Louis, Miss.

## ..Bobby Anne Coffee Shop..

A delightful and cozy modern place for regular meals and short orders  
Wholesome Food--Deliciously Cooked--Daintily  
Served.....

Be sure to visit our Coffee Shop—Opposite Postoffice. You are cordially in-  
vited to visit.

## Bobby Anne Coffee Shop



## BAY ST. LOUIS

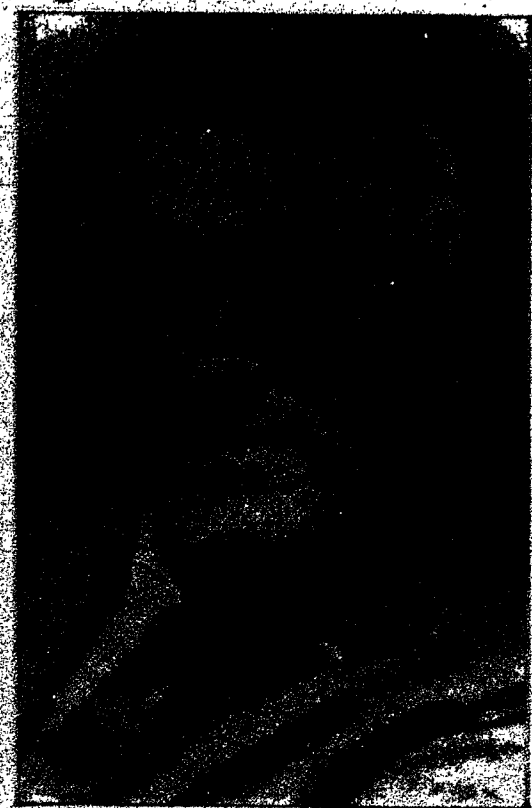
and 1870 while he was in charge of the missions of Jordan River. Fr. Mauchant, in late years, Bishop of Oklahoma, was here in 1873 and in 1880. Fr. Mauchant, in 1870, Fr. Charles van Quickenborne, in 1873, Fr. Rene Soix served as assistant for three months prior to the time he was made pastor of Wolf Town, Sept. 13, 1884. At the present writing he has been at this difficult mission for 40 years. Father Alphons Ketels, the dear friend of Father LeDuc, was in charge of the parish when Fr. LeDuc made his trip to France in 1897. Rev. C. P. Denis, was an assistant here for only a few months when he died of the yellow fever on October 18, 1897. During the same epidemic of 1897, the Jesuit Fathers O'Shanahan, Bertel and Biever did wonderful work in the parish.

Father LeDuc had not visited his native country in 18 years, and now the opportunity was at hand. Leaving Father Alphons Ketels in charge of the parish, he sailed for France toward the end of July 1897. In boarding the ship at New York he hurt his leg. The injury continued to worsen and at last he was taken to a hospital. Apparently his condition improved and he was discharged from the hospital July 29, 1898, aged 53 years, in the shortest of time he became seriously ill and died in Paris, August 27, 1897. He was buried in his native land, August 28th, 1897 at his birth place, Ingrandes, France, far from his beloved parish.

From the above mentioned litany of accomplishments you may obtain a fair picture of Father LeDuc, the builder; now you must meet Pere LeDuc, the Good Pastor. Take a ride with him on a day when he time hitches up "Kil" to the little buggy. You will notice that he knows every man, woman and child in the parish; and greet many by their first name. Surely he knows them; he was the priest who witnessed the marriage of their parents; he baptized the children and prepared them for their First Holy Communion; he answered their sick calls, and the way he prayed with the sick, brought consolation to the afflicted children. At one house he stops for here are two of his children, who were recently married by a judge and the Good Father must go after these strayed sheep. Then you hear those fatherly words: "Marie, I want you and Etienne to come up to the house and be married properly, you know, my child, God will not bless you if you live like that. And remember, do not worry about the money." On Saturday Marie and Etienne would be there; and after the ceremony Father LeDuc would get the usual fee, which was "Merel mon Pere!" The Good Pastor never "fleece" his flock.

Father LeDuc was quite a diplomat. He knew those who could well afford to help, and from these he obtained help. Accompany him to the home of a rich summer resident, and you will see him give them 15 tickets to the vocal concert to be held for the Church. They take them all, and are glad to do so. These same people will manage a booth at the fair, and just before the money is turned over

## ATTORNEY WHO TOOK ACTIVE PART IN CITY COUNTY ACTIVITIES.



ATTORNEY EMILE J. GEX

No one took a more active and constructive part in the administrative and general progressiveness of both Hancock county and City of Bay St. Louis than Emile J. Gex, born May 14, 1882, and passed away July 29, 1898, aged 53 years, in the very prime and activity of his busy life.

He served in various capacities—both county and city. He served in the legislature 1908-12, and at the time of his death was county attorney, serving for many consecutive terms. He was also attorney for the town of Waveland at the time of his passing, and attorney for the Louisiana, the Good Pastor. Take a ride with him on a day when he time hitches up "Kil" to the little buggy. You will notice that he knows every man, woman and child in the parish; and greet many by their first name. Surely he knows them; he was the priest who witnessed the marriage of their parents; he baptized the children and prepared them for their First Holy Communion; he answered their sick calls, and the way he prayed with the sick, brought consolation to the afflicted children. At one house he stops for here are two of his children, who were recently married by a judge and the Good Father must go after these strayed sheep. Then you hear those fatherly words: "Marie, I want you and Etienne to come up to the house and be married properly, you know, my child, God will not bless you if you live like that. And remember, do not worry about the money." On Saturday Marie and Etienne would be there; and after the ceremony Father LeDuc would get the usual fee, which was "Merel mon Pere!" The Good Pastor never "fleece" his flock.

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## ELEGANT BEACH RESIDENCE



Dwelling on Beach Boulevard, Vinson Smith, architect, constructed only a few years since for Mrs. Philo Gaspard and niece Miss Geraldine Ames (A. & G.) owners, occupied by them jointly with their relatives, Mr. and Mrs. Charles Zerr.

## ONE WHO SERVES HIS PEOPLE AND COUNTRY IN FULLEST MEASURE



CONGRESSMAN WM. M. COLMER

Let us look at another side of his character. He played a very game of Euchre; and for this purpose he would occasionally invite some gentlemen of the parish to the Rectory. They simply played for pastime; but at the end of the game, the winner received a small glass of wine as a reward for his skill; the loser got a glass of water, and had to say three Hail Marys as a penance. Got to a funeral and you will hear him say: "I will offer Mass for the repose of this soul tomorrow morning; try to attend this Mass and offer it for that intention." He realized that so many of the dead would be forgotten, so he gave them at least one Mass.

No wonder then, that the people were broken hearted when they learned of the death of Pere LeDuc. Father Alphons Ketels knew full well what Father LeDuc meant to the people of the Bay, and the funeral oration on this occasion carried the tone of real sincerity. Let us quote part of his sermon: "Father LeDuc is dead." Such was the thunderbolt which last week struck our unfortunate community. We were mourning like rabbits for mournful news brought sorrow and consternation into the hearts of his children. Yes, my brethren, your father and best friend is no more. His paternal voice, that voice which so often encouraged your efforts in the practice of virtue; that voice which always had the unction of the Sacred Scriptures, and the zeal and kindness of an apostle when admonishing the sinner; that voice, I say is now silent in death. Truly it may be said of him that he was your father, your benefactor and your best friend. Better than anyone else he understood those words of Our Lord: "Love one another, as I have loved you." He knew full well that here on earth he took the place of the Good Shepherd; and consequently, in each and every circumstance, he had towards you the affectionate sentiments which filled the Heart of Our Good Jesus. He rejoiced with you when happiness filled your heart; he shared your sorrows, your disgrace and your miseries; he was always there to make himself all to all.

The death of Father LeDuc was a serious loss to the community. The citizens of Bay St. Louis realized this, and the following resolutions of respect were drawn up: on September 23, 1897.

"Whereas, it has been the Will of Our Almighty Father to call to its eternal rest the soul of the Very Rev. Henry LeDuc, Our Beloved Pastor and Friend; now therefore be it resolved that we, in behalf of the entire community, whose privilege it was to know, love and admire our lamented friend, hereby express our heartfelt sorrow.

Be it further resolved that whereas on Monday next, September 27th, 1897, at 9 o'clock A. M. a Solemn High Mass for the repose of the soul of Very Rev. Henry LeDuc will be celebrated at the Church of Our Lady of the Gulf, out of respect to his memory the merchants and all others are requested to close their places of business during the ceremonies. The Board of Mayor and Aldermen; the County officials and all citizens irrespective of sect or creed are invited to be present. Signed:

E. H. HOFFMANN  
F. J. LADNER  
J. A. BREATH  
J. F. CAZENEUVE  
THOS. L. EVANS  
RICHARD MENDES  
W. B. ROHMER.

"How great was his spirit of self-sacrifice when at the sick bed. Many very many among you, my present hearers, could testify to his devotedness, to the sick and the dying. In such circumstances he was truly wonderful. Hundreds in this town could still recall to mind Father LeDuc's untiring zeal for the salvation of souls, when repeatedly the anger of God burst forth in the different epidemics which afflicted his people. Then he could be seen everywhere ministering to the temporal and spiritual wants of his flock. Then you could see this truly christian hero flying from house to house, from the palatial home of the rich, to the dingy hovel of the poor; from the

## Hancock Gravel Co., Inc.

Bay St. Louis, Mississippi

Phone 444

"If its quality you're worried about  
We certainly have it without a doubt  
Just purchase the cement, and hire the man  
And we'll sell you all the gravel and sand."

EMILIO CUE, president  
A. G. FAVRE, Vice-President  
R. L. GENIN, Sec.-Treasurer.

For Local Sales See—  
MAGNOLIA STATE SUPPLY CO.  
W. A. McDONALD & SONS.

## From Mississippi's Senior Senator



Washington, D. C., Nov. 6, 1941.

Hon. Charles G. Moreau

Editor The Sea Coast Echo: My heartiest congratulations to you on the 50th Anniversary of your excellent publication. I have observed and admired your high standard of journalism throughout the years. Each year of The Echo's duration has been characterized by constant evidence of its usefulness and blessings to the community it serves.

Your policy of giving your readers light and truth, unsullied and undefiled, has made the Echo a veritable sentinel on the watch tower of freedom of expression for which our forefathers shed their life's blood.

I rejoice with you that The Echo celebrates its Fiftieth Birthday in a land where freedom still reigns supreme, where the people can know the truth not forced to live by opinions fed them out of a spoon from the hands of tyrannical dictators. Keep up your good work and may God grant you and The Echo many more years of service and progress. All good wishes.

THEO. G. BILBO,  
U. S. S.

## LIVES IN HOUSE BUILT 63 YEARS ACO BY FATHER.

Mr. and Mrs. Dan Chadwick live on Jeff Davis avenue, Waveland, in a dwelling built by Major Charles Chadwick, 63 years ago, on the 15th of May. Continued maintenance of the house it is as good as new. Mr. Dan Chadwick, who for 52 years was in the dairy business at Waveland, at present owns and conducts Chadwick's Trading Post, assisted by his wife, who, before her marriage was Miss Evelyn Herlihy. Mr. Chadwick knows everybody in Waveland and adjacent territory, who comes and who goes and it is generally conceded he is the most accommodating in private and in business life. He is a large owner of land in Waveland and is selling it to home builders who wish to share the beauty and health-giving properties of Waveland.

Three daughters are Miss Catherine, graduating in pharmacy 1942; Miss Louise, sophomore, studying in pharmacy, and Miss Emelda, who will graduate of St. Joseph Academy, '42.

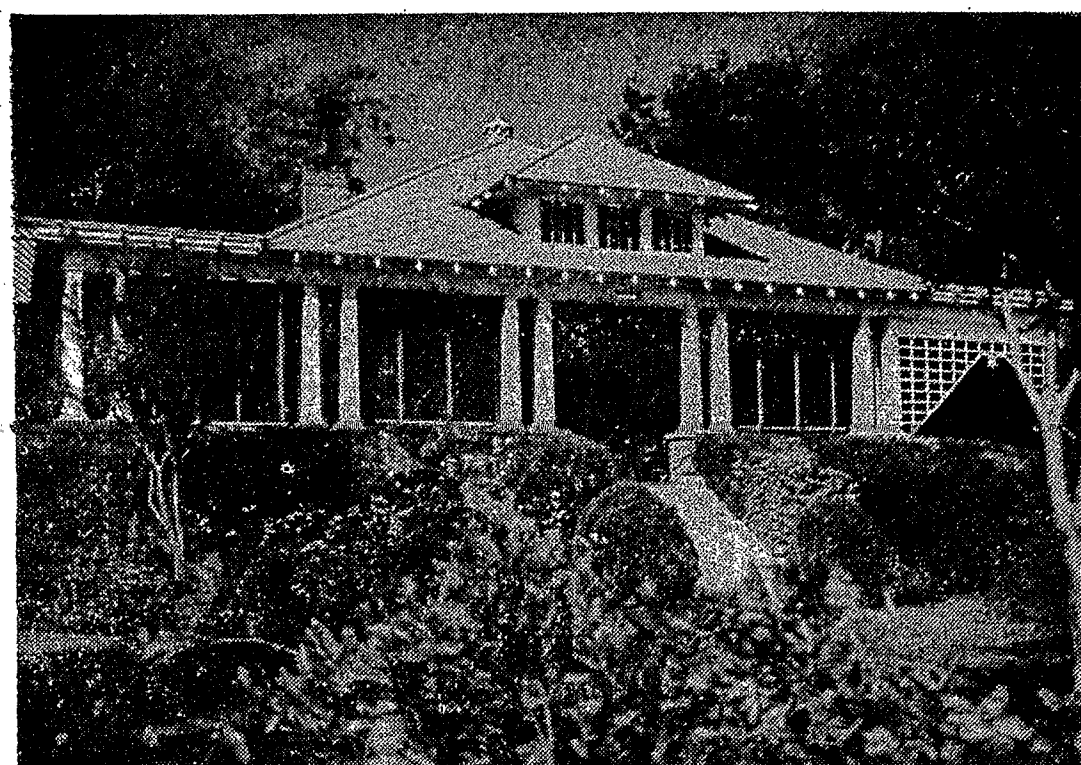
## OLEANDERS ON THE BAY BEACH

In the eighties and early nineties, and possibly before then, the Bay St. Louis beach presented a picture of growing oleanders—the rare white, American Beauty and lighter pink shades. Down the beach, in the vicinity of the railroad bridge and adjacent grew oleanders in large groups and blossomed all summer. It was a line of beauty and one that should be revived. Oleanders will grow in barren white sand, with a small admixture of soil. It was in 1893, October 2-3, the first storm of a series of major similar disturbances that followed until about 1919, that destroyed the fragrant oleander of Bay St. Louis beach.

Bay St. Louis is a city of ideal size in which to live—neither too large nor too small. Where country and city meet in happy medium and combination.

If a city of churches and schools is the ideal place where to live—then Bay St. Louis fully measures up to the standard.

## ONE OF THE LOVELY BEACH HOMES ON NORTH BEACH BOULEVARD



DWELLING OF MR. AND MRS. JNO. W. BRYAN

## STORY OF THE ECHO BLDG. ITS CONSTRUCTION AND OCCUPANTS OF THE PAST

Lot Purchased in 1902 and Structure Completed May, 1903—John Henry, Noted Architect of New Orleans, Drew Plans—Gaston G. Gardebled Builder; Location Desirable and Structure Serves Well.

Plant and office of The Sea Coast Echo newspaper and printing department were originally housed in a frame building constructed for Attorney Ben Lane Posey, father-in-law of the late Congressman E. J. Bowens.

This was in the early eighties. Mr. Posey had the two room building, with a hallway dividing, to be used for his office and a summer sleeping quarters. It stood some thousand feet from shore and access was by pier.

By purchase of the building, as the dwelling of Judge Benjamin Sones, it became the property of the parents of the Echo publisher.

This small frame house was entirely demolished and reconstructed on the beach side, the same premises today owned by J. S. de Ben, and the building opposite Orte's pool room. This was the humble and unpretentious home of The Sea Coast Echo. Supported on tall pilings the building was not stable. Too much vibration for presses to perform satisfactory function.

It was not long before The Echo began putting in power presses, operated by gasoline engine, and the most decisive factor was found in the fact, adding new equipment constantly, the building space was far from ample.

Presses Running Day and Night. Our printing presses were working day and night and crowded quarters

Canal streets, New Orleans and practically all the major breweries in that city.

Genius For Generating Ideas. He was a genius. A capable man and generated ideas on paper, if put into execution, would in a measure bankrupt the purse.

The publisher of The Echo contacted Mr. Henry, a personal friend, and soon apprised him of what was wanted of his professional services. "Mr. Henry," the publisher said, "I want a building especially planned for the printing of a newspaper and job printing plant, affording plenty of light and air, and a structure that will serve as an office building and also on the corner a place for business."

The first drawing, in water color, was a wonderful picture. There was a tower on the corner, now entrance to the Ashton Food Store. This was mighty and lofty, and contained a clock, with four sides—as large as the church clock of today. This tower was to be copper covered, and the very top a flag pole.

Pruning Cost of Building. When the first bid came in, the estimated cost of the clock alone was \$800.00 plus installing by experts.

Mr. Henry was asked why the clock, to which he replied, "Every newspaper building in Germany of any size and magnitude carries a clock that serves the town, besides it is ornamental."



THE ECHO BUILDING, Bay St. Louis, Mississippi.

and demands made a change imperative.

Hence it was at this juncture, in 1902, the publisher looked around for a location whereon a building for our particular use might be constructed.

Several sites were in view, and it actually took a year or more to make a final selection. Corner of State and Front street was finally selected and the purchase from C. C. Hartwell consummated on November 3, 1902. The location was then somewhat isolated, but with construction of such building, as planned it was to be expected the locality would build up, which in due time it did. The Echo Bldg., following the Hancock County Bank building, was the first two-story brick structure to be built in Bay St. Louis. It was quite a sensation, to say the least.

Likened to a Building Boom

It was the unanimous expression of Bay St. Louis was on a boom. The Hancock County Bank had built a two-story brick building, Mr. Frank B. Dunbar the one-story brick building adjoining, later purchased by Jos. O. Mauffray for the Mauffray stores.

John Henry, retired architect and builder from New Orleans, had moved to Bay St. Louis to live in retirement. He had designed and built the Godchaux Bldg., corner Chartres and

He was told the town already had such (church) clock, and that the publisher had contributed appreciably to its purchase.

The clock and the tower were omitted, and then came the whittling down in order to bring the excessive cost to the level of the owner's purse.

Notwithstanding the severe pruning of plans in order to keep the cost down, the foundation for a three-story building was allowed to remain. That was in the event if a third floor was ever added. While the third was never created, the foundation has served in good stead, constructed of heavily reinforced concrete, for it has served to hold the building better in a soil of sand and in such close proximity to the water and the crumbling bluff of that time—prior to building seawall.

Gaston G. Gardebled Builder. Gaston G. Gardebled, builder and contractor, constructed the building and purchased all material and supervised the work from beginning to final completion.

Brick was supplied by the Salem Brick Company at Slidell, La., conveyed by water on board the Spoto schooner, "Garibaldi," lumber from Edwards Mill in Bay St. Louis, roofing of slate by "Hellbach Bros. of Waveland; Brickwork by S. P. Driver, Will J. Gallup all tinwork

## INFLUENTIAL FACTOR THRU FIFTY YEAR PERIOD IN BAY CITY.



JOSEPH O. MAUFFRAY

A native of Bay St. Louis, this section now known as Benton, Joseph O. Mauffray came to Bay St. Louis July, 1890, and has resided here ever since—52 years ago. A son of J. C. Mauffray and the late Arramantine Cuevas.

Mr. Mauffray came to Bay St. Louis in his early teens and became associated in the dry goods store of George Planchet, which he later bought from Jos. F. Cazeneuve (who had purchased it after Mr. Planchet's death) and owned and operated it from 1903 to 1939, when he retired from active business, and the business continues today under the well known name of Jos. O. Mauffray, but purchased by his children and son-in-law. This for thirty-six years Mr. Mauffray operated the business and continued for it the name and prestige of its predecessors and expanding its usefulness and value.

At present Mr. Mauffray is a member (from Hancock county) of the Mississippi State Seaford Commission, receiving a five-year appointment under the administration of Gov. Hugh White.

As vice president Mr. Mauffray served the Merchants Bank & Trust Company in that capacity from 1910 to 1915, and on the death of Mr. Perkins he served as president from 1915 to 1925, when he retired for a surcease from business activity.

No citizen has stood for more than Jos. O. Mauffray. He has been an influential factor in all calculated to upbuild county and city and how well he succeeded in doing this is best told by the record. He has held various offices of trust and honor and today serves in various similar responsibilities.

Mr. Mauffray married Miss Dora Thompson and this union was blessed by three sons and five daughters, all of whom have taken their position in life.

Delphine Desdunes electric wiring Archie Letten painting. This is all as far as memory serves.

First tenant for store on corner was the Merchants Bank & Trust Company, and chief tenants since then up to the present, were Lucas Dry Goods Store, R. L. Breath department store, and for the past fifteen years Ashton Food Store, known at first as Muthler & Ashton.

First tenants upstairs were W. J. Gex, Sr., and E. J. Gex, attorneys, the Imperial Naval Stores occupying a suite of offices for a long period of years, and the chief tenant upstairs for the past twenty years, more has been first the Cumberland Telephone Company, later absorbed by the Bell Telephone Company, present occupants of the entire floor on long lease.

Building Serves to Full Purpose. The Echo Building has served to good purpose. It is centrally located and because of its slow burning type carries a low insurance rate, thus making it doubly attractive. It has served the business and plant of The Sea Coast Echo to advantage and is considered one of the outstanding business buildings on the Coast.

It is a distinct contribution to the material upbuilding of Bay St. Louis and this factor in the city's progress has been fully appreciated.

We congratulate Mr. Chas. G. Moreau on the Occasion of the Fiftieth Anniversary of The Sea Coast Echo

## Mauffray's Hardware .....Store....

ELECTRIC GOODS—SPORTING GOODS—  
FISHING TACKLE—PAINTS—MARINE  
SUPPLIES — GLASS

TELEPHONE 91



# BY CENTLE EFFICIENT PERSONALITY

## Sketches... JOHN E. TOULME.

BY WAY H. EDWARDS.

From Bay View, little son of Mrs. John E. Toulme, who represents the sixth generation of John E. Toulme who dates back to very early Bay St. Louis. John E. Toulme is the fifth descendant born in Bay St. Louis, and is the grandson of Thomas Sauter, great-grandson of the late Joseph E. Sauter, former postmaster of Bay St. Louis, great-grandson of the late Mrs. Augustine Toulme, daughter of the late Joseph E. Toulme, and great-grandson of John E. Toulme.

John E. Toulme left France (this unknown) and came to San Domingo, Haiti, where he lived for some time because of the insurrection and he was then banished to Mexico. He came to Bay St. Louis in the early 1800s and lived there the remainder of his life.

There he married a French woman, and they had several children. One of his children, a son, was an influential personage in the commerce of the coast, and he was the first to introduce the use of the steamship in the commerce of the coast. He was the first person to engage in the mercantile business in Bay St. Louis, and he was the first to introduce the use of the steamship in the commerce of the coast.

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Mr. Toulme acquired large wealth of land in New Orleans, and he was the first to introduce the use of the steamship in the commerce of the coast.

# ONE WHO GAVE MORE TO HIS BELLOWMEN AND ASKED FOR LESS



JOHN W. TOULME.

There are many descendants of Mr. Toulme who are residents here, but this generation were all born in Bay St. Louis.

West Center Street cemetery and read on a very old tomb this inscription: "In C. H. Toulme, J. E. Toulme, 1801, 1802, 1803, 1804, 1805, 1806, 1807, 1808, 1809, 1810, 1811, 1812, 1813, 1814, 1815, 1816, 1817, 1818, 1819, 1820, 1821, 1822, 1823, 1824, 1825, 1826, 1827, 1828, 1829, 1830, 1831, 1832, 1833, 1834, 1835, 1836, 1837, 1838, 1839, 1840, 1841, 1842, 1843, 1844, 1845, 1846, 1847, 1848, 1849, 1850, 1851, 1852, 1853, 1854, 1855, 1856, 1857, 1858, 1859, 1860, 1861, 1862, 1863, 1864, 1865, 1866, 1867, 1868, 1869, 1870, 1871, 1872, 1873, 1874, 1875, 1876, 1877, 1878, 1879, 1880, 1881, 1882, 1883, 1884, 1885, 1886, 1887, 1888, 1889, 1890, 1891, 1892, 1893, 1894, 1895, 1896, 1897, 1898, 1899, 1900, 1901, 1902, 1903, 1904, 1905, 1906, 1907, 1908, 1909, 1910, 1911, 1912, 1913, 1914, 1915, 1916, 1917, 1918, 1919, 1920, 1921, 1922, 1923, 1924, 1925, 1926, 1927, 1928, 1929, 1930, 1931, 1932, 1933, 1934, 1935, 1936, 1937, 1938, 1939, 1940, 1941, 1942, 1943, 1944, 1945, 1946, 1947, 1948, 1949, 1950, 1951, 1952, 1953, 1954, 1955, 1956, 1957, 1958, 1959, 1960, 1961, 1962, 1963, 1964, 1965, 1966, 1967, 1968, 1969, 1970, 1971, 1972, 1973, 1974, 1975, 1976, 1977, 1978, 1979, 1980, 1981, 1982, 1983, 1984, 1985, 1986, 1987, 1988, 1989, 1990, 1991, 1992, 1993, 1994, 1995, 1996, 1997, 1998, 1999, 2000, 2001, 2002, 2003, 2004, 2005, 2006, 2007, 2008, 2009, 2010, 2011, 2012, 2013, 2014, 2015, 2016, 2017, 2018, 2019, 2020, 2021, 2022, 2023, 2024, 2025, 2026, 2027, 2028, 2029, 2030, 2031, 2032, 2033, 2034, 2035, 2036, 2037, 2038, 2039, 2040, 2041, 2042, 2043, 2044, 2045, 2046, 2047, 2048, 2049, 2050, 2051, 2052, 2053, 2054, 2055, 2056, 2057, 2058, 2059, 2060, 2061, 2062, 2063, 2064, 2065, 2066, 2067, 2068, 2069, 2070, 2071, 2072, 2073, 2074, 2075, 2076, 2077, 2078, 2079, 2080, 2081, 2082, 2083, 2084, 2085, 2086, 2087, 2088, 2089, 2090, 2091, 2092, 2093, 2094, 2095, 2096, 2097, 2098, 2099, 2100, 2101, 2102, 2103, 2104, 2105, 2106, 2107, 2108, 2109, 2110, 2111, 2112, 2113, 2114, 2115, 2116, 2117, 2118, 2119, 2120, 2121, 2122, 2123, 2124, 2125, 2126, 2127, 2128, 2129, 2130, 2131, 2132, 2133, 2134, 2135, 2136, 2137, 2138, 2139, 2140, 2141, 2142, 2143, 2144, 2145, 2146, 2147, 2148, 2149, 2150, 2151, 2152, 2153, 2154, 2155, 2156, 2157, 2158, 2159, 2160, 2161, 2162, 2163, 2164, 2165, 2166, 2167, 2168, 2169, 2170, 2171, 2172, 2173, 2174, 2175, 2176, 2177, 2178, 2179, 2180, 2181, 2182, 2183, 2184, 2185, 2186, 2187, 2188, 2189, 2190, 2191, 2192, 2193, 2194, 2195, 2196, 2197, 2198, 2199, 2200, 2201, 2202, 2203, 2204, 2205, 2206, 2207, 2208, 2209, 2210, 2211, 2212, 2213, 2214, 2215, 2216, 2217, 2218, 2219, 2220, 2221, 2222, 2223, 2224, 2225, 2226, 2227, 2228, 2229, 2230, 2231, 2232, 2233, 2234, 2235, 2236, 2237, 2238, 2239, 2240, 2241, 2242, 2243, 2244, 2245, 2246, 2247, 2248, 2249, 2250, 2251, 2252, 2253, 2254, 2255, 2256, 2257, 2258, 2259, 2260, 2261, 2262, 2263, 2264, 2265, 2266, 2267, 2268, 2269, 2270, 2271, 2272, 2273, 2274, 2275, 2276, 2277, 2278, 2279, 2280, 2281, 2282, 2283, 2284, 2285, 2286, 2287, 2288, 2289, 2290, 2291, 2292, 2293, 2294, 2295, 2296, 2297, 2298, 2299, 2300, 2301, 2302, 2303, 2304, 2305, 2306, 2307, 2308, 2309, 2310, 2311, 2312, 2313, 2314, 2315, 2316, 2317, 2318, 2319, 2320, 2321, 2322, 2323, 2324, 2325, 2326, 2327, 2328, 2329, 2330, 2331, 2332, 2333, 2334, 2335, 2336, 2337, 2338, 2339, 2340, 2341, 2342, 2343, 2344, 2345, 2346, 2347, 2348, 2349, 2350, 2351, 2352, 2353, 2354, 2355, 2356, 2357, 2358, 2359, 2360, 2361, 2362, 2363, 2364, 2365, 2366, 2367, 2368, 2369, 2370, 2371, 2372, 2373, 2374, 2375, 2376, 2377, 2378, 2379, 2380, 2381, 2382, 2383, 2384, 2385, 2386, 2387, 2388, 2389, 2390, 2391, 2392, 2393, 2394, 2395, 2396, 2397, 2398, 2399, 2400, 2401, 2402, 2403, 2404, 2405, 2406, 2407, 2408, 2409, 2410, 2411, 2412, 2413, 2414, 2415, 2416, 2417, 2418, 2419, 2420, 2421, 2422, 2423, 2424, 2425, 2426, 2427, 2428, 2429, 2430, 2431, 2432, 2433, 2434, 2435, 2436, 2437, 2438, 2439, 2440, 2441, 2442, 2443, 2444, 2445, 2446, 2447, 2448, 2449, 2450, 2451, 2452, 2453, 2454, 2455, 2456, 2457, 2458, 2459, 2460, 2461, 2462, 2463, 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2630, 2631, 2632, 2633, 2634, 2635, 2636, 2637, 2638, 2639, 2640, 2641, 2642, 2643, 2644, 2645, 2646, 2647, 2648, 2649, 2650, 2651, 2652, 2653, 2654, 2655, 2656, 2657, 2658, 2659, 2660, 2661, 2662, 2663, 2664, 2665, 2666, 2667, 2668, 2669, 2670, 2671, 2672, 2673, 2674, 2675, 2676, 2677, 2678, 2679, 2680, 2681, 2682, 2683, 2684, 2685, 2686, 2687, 2688, 2689, 2690, 2691, 2692, 2693, 2694, 2695, 2696, 2697, 2698, 2699, 2700, 2701, 2702, 2703, 2704, 2705, 2706, 2707, 2708, 2709, 2710, 2711, 2712, 2713, 2714, 2715, 2716, 2717, 2718, 2719, 2720, 2721, 2722, 2723, 2724, 2725, 2726, 2727, 2728, 2729, 2730, 2731, 2732, 2733, 2734, 2735, 2736, 2737, 2738, 2739, 2740, 2741, 2742, 2743, 2744, 2745, 2746, 2747, 2748, 2749, 2750, 2751, 2752, 2753, 2754, 2755, 2756, 2757, 2758, 2759, 2760, 2761, 2762, 2763, 2764, 2765, 2766, 2767, 2768, 2769, 2770, 2771, 2772, 2773, 2774, 2775, 2776, 2777, 2778, 2779, 2780, 2781, 2782, 2783, 2784, 2785, 2786, 2787, 2788, 2789, 2790, 2791, 2792, 2793, 2794, 2795, 2796, 2797, 2798, 2799, 2800, 2801, 2802, 2803, 2804, 2805, 2806, 2807, 2808, 2809, 2810, 2811, 2812, 2813, 2814, 2815, 2816, 2817, 2818, 2819, 2820, 2821, 2822, 2823, 2824, 2825, 2826, 2827, 2828, 2829, 2830, 2831, 2832, 2833, 2834, 2835, 2836, 2837, 2838, 2839, 2840, 2841, 2842, 2843, 2844, 2845, 2846, 2847, 2848, 2849, 2850, 2851, 2852, 2853, 2854, 2855, 2856, 2857, 2858, 2859, 2860, 2861, 2862, 2863, 2864, 2865, 2866, 2867, 2868, 2869, 2870, 2871, 2872, 2873, 2874, 2875, 2876, 2877, 2878, 2879, 2880, 2881, 2882, 2883, 2884, 2885, 2886, 2887, 2888, 2889, 2890, 2891, 2892, 2893, 2894, 2895, 2896, 2897, 2898, 2899, 2900, 2901, 2902, 2903, 2904, 2905, 2906, 2907, 2908, 2909, 2910, 2911, 2912, 2913, 2914, 2915, 2916, 2917, 2918, 2919, 2920, 2921, 2922, 2923, 2924, 2925, 2926, 2927, 2928, 2929, 2930, 2931, 2932, 2933, 2934, 2935, 2936, 2937, 2938, 2939, 2940, 2941, 2942, 2943, 2944, 2945, 2946, 2947, 2948, 2949, 2950, 2951, 2952, 2953, 2954, 2955, 2956, 2957, 2958, 2959, 2960, 2961, 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## The Sea Coast Echo

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## IN SALUTATION.

THE editor of the Sea Coast Echo who wrote the salutatory for the first edition fifty years ago, today, by the grace of God, writes this one on the occasion of the fiftieth anniversary.

We present this, the Souvenir Golden Jubilee Edition, commemorative of the completion of fifty years of consecutive publication. This, in our humble opinion, is an achievement.

That the same, and one person who inaugurated this newspaper, should be at the helm of it at owner-publisher in active capacity for a half century, without interruption, is rather unusual.

This edition is no commercial exploitation. This newspaper has ever eschewed such schemes too frequently foisted on a willing public. In fifty years, to the writer's recollection, there have been only three special editions over the long period.

The first was when the plant and business moved into its own building, May 5, 1903, and was in magazine form; the second celebrating the formal opening of the bi-county auto bridge, March 2, 1928, in newspaper form of twenty-four pages. And this is the third.

This edition is planned to be exactly what its terms imply. A souvenir jubilee edition, celebrating an unusual birthday; its pages carrying stories and sketches of years gone by.

Writers of various articles particularly in making this edition possible, including the advertisers, we are sure will feel justly proud of the accomplishment. This result has consumed much time and labor; collecting data, checking on facts in order it may be not only a chronicle but a historical paper that may be preserved for future generations. The truth, however, is that this monumental job has been a pleasure and that alone is compensating value.

The cost, for drawings, photographs, cuts, paper stock, etc. has been in no small figure, but we feel it is well worth the while.

Here The Sea Coast Echo wishes to extend thanks and to express its appreciation to one and all who have made this edition possible. To the writers and others for their contribution and to the liberality of various boards, institutions and advertisers in general.

Ladies and gentlemen of the newspaper audience, and the general public, we salute you!

## FIFTY YEARS.

BY CLAYTON RAND

FELICITATE Chas. G. Moreau on the Fiftieth Anniversary of his publication of The Sea Coast Echo at Bay St. Louis.

Half a century almost equals one-third of the life of this Republic. It is a long time to live. It is a long time to be married, it is a long time to be in business. It is a long time to do anything. Whatever one does of fifty years, that is worthwhile, deserves consideration. But to have started a newspaper fifty years ago, and to have published it continuously over so long a period is, to say the least, unusual; to put it modestly, such service is historic.

In his devotion to his community, county and state, Charles Moreau has given the greater part of his talent and energy. He has made a substantial contribution to the development of the Coast, where many changes have come to transform an insignificant spot by the sea into a thriving resort and industrial area commanding a place in the sun.

A leader in the business and social life of Bay St. Louis, active in the affairs of the states and its press association, Charles Moreau has invested two score and ten years in the betterment of Mississippi. May he live long and prosper, for he is deserving of the plaudits of men and the confidence of his community. And may his good work, as he echoes down the corridor of time, leave his press prints in the sands of time.

## TRANSITION.

FIFTY years to man is a long time by the means we measure time. In the sense of eternity it is nothing but a speck like the sands of the ocean. And even at that, the sands of the ocean are limited compared to time eternal.

Fifty years has seen many changes in Bay St. Louis and Hancock county. At the beginning of the year 1892, this city was like a gem nestled in the loveliness and greenery of thousand-year oaks. Time has taken its toll. Many of the oaks are gone. The elements have taken their toll. Fire claimed the giant trees in the business section and wind and wave encroached the beaches and bluffs and many a monarch has fallen prey. Regardless of mightiness, majesty and typical of all that is sturdy the oaks have fallen and are gone. This has been perhaps the biggest change in the contour of the land and scenic aspect.

Bay St. Louis then was a typical village. Not only in the poetic sense, but in fact. Main means of livelihood was by fishing. Shrimp and oysters were plentiful and fish were hooked and seined in large numbers, sold and shipped.

White sails out on the gulf waters presented a picture not to be forgotten. Fishing boats made their periodical trips. A regular crew divided the net results, with an extra and equal share to the owner of the boats. In this wise a likely livelihood resulted.

Then came the oyster canneries of the Dunbars, a boon to the fisherman of the bivalve. Later the Torsch interests from Baltimore, and more later the present packing interests. But the old days were the "good old days." Fishing yielded abundantly, living was less hedged in by price control, high cost of living and the exactitudes the present day economics.

And so the days of the fishing village, the primeval oaks, spacious villas, quaint homes and the country-side customs have all given place to city color, atmosphere and custom.

We are no longer the fishing village of yesterday. Our village has expanded and grown in population. The winding roads and grass-covered edges of pathways have been converted into hard-surfaced streets; the glow of the moon and the light of stars are no more for electric lights have displaced them on street corners and spaced intervals.

The picture has changed, with the tinkle of telephone signals, the buzz and whirr of fleeting automobiles, and the various devices employed today to expedite commercial pursuit and the mad rush for financial gain.

Times change and we, too, must change. Onward and upward we travel and the village has grown to the proportions of its present being. A city of charm, a place where one is wont to live; a city of churches and schools, inviting home, an atmosphere of cultural being and where endeavor for commercial and industrial pursuit has succeeded. The march of progress has been constant and from time to time great changes are wrought. Building on every side continues and the population grows. Truly it might be said, "In all the world no place like this."

## EN PASSANT.

CONSIDERABLE Space of this Golden Anniversary Jubilee Edition of The Sea Coast Echo is devoted to the history of The Echo and to the personal side of its editor and publisher. Assuming that such is the case it is admissible and pardonable since the history of one is the history of the other. They are inseparable.

Just as the history of Bay St. Louis, Hancock county are inseparably intermingled. They are part and parcel of the other.

They have gone, hand in hand, down thru the years together—indivisibly.

The Echo has shared in the joys and sorrows wrought by the destiny of time and the hand of fate. In 1897 the visitation of the yellow scourge, in milder form, it was announced. That lessening of fatality was true, but less damaging to a greater degree because science has coped with the malady until it was routed completely.

Then the "flu" in 1918-1919, taking more toll in life than the other epidemic but that, too has been taken well in hand by science.

Of the vicissitudes, as much as The Echo dislikes to dwell thereon, we must not forget the devastating storm of October 2, 1893, the second year of our existence, when the newspaper plant, seriously threatened, was moved out of its building then located on the beach. For storms, possibly of such magnitude and potency of wave, have not been recorded. These are best remembered as occurring

## DOWN THRU FIFTY YEARS

BY TOM ETHRIDGE

## HALF CENTURY IS QUITE A LONG PERIOD OF SERVICE

Fifty years is a long time, especially in the life of a republic as young as is the United States. In serving the people of Bay St. Louis and Hancock county, The Sea Coast Echo has literally grown up with the country. This is an elusive element, and few of us stop to realize the tremendous changes which fifty years can bring. Let's pause a moment and look back across the pages of history to the "Gay Nineties"—when The Echo was first born, in 1892.

## WHEN THE SEA COAST ECHO FIRST STARTED OUT—

The United States flag had only 44 stars. Utah, New Mexico, Arizona, and Oklahoma had not been admitted to the Union. People still spoke of these states as "Indian Territories," and the Redskins were still a potential menace. Only fifteen years had elapsed since Custer was wiped out by the Sioux Indians. Sitting Bull was then touring America with a circus, billed as "The Chief who defeated General Custer." The "Boys in Blue" were just that, as Khaki had not yet been adopted for army uniforms. Many of our leading citizens toiled cap-and-ball pistols around in public, and you didn't always have to go to the theater to see gunplay. Most men chewed cut plug, and cigarettes were sissy stuff.

The Continental Convention of 1890 had just made White Supremacy secure in Mississippi. (W. G. Spence was Hancock county's delegate to that gathering, while Elliot Henderson represented Harrison, and W. M. Denny was Jackson county's delegate. . . . Jefferson Davis was only two years dead. . . . John M. Stone was governor of Mississippi, and the state was in the depths of a dire depression. . . . Honorable L. Q. C. Lamar, only Mississippi ever to serve on the United States Supreme Court, died that year. . . . nearly Pease River county was two years old, and Forrest, George, Humphries, Jefferson Davis, Lamar, Stone, and Walthall counties had not yet been created. We had no Highway Commission, and Mississippi's highway system consisted of a few narrow winding, rutty, muddy, dusty local roads local roads which were practically impassable at certain seasons of the year.

John L. Sullivan, King of the Heavyweights, lost his title to James J. Corbett in New Orleans the year The Echo was born. . . . only three years had elapsed since his historic bareknuckle 72-round victory over Jake Kilrain at Richburg, Mississippi. . . . although Louis Pasteur was at the height of his scientific powers, medical science had yet to master Yellow Fever—which scourged the state with frequent epidemics. . . .

Huge pompadour hairdos were popular among the weaker sex, and it was stylish for women to faint. . . . the girls wore black cotton stockings, high top button shoes and "Hobble Skirts," and the street corner dandies got a terrific bang at the sight of a well turned feminine calf or ankle. . . . a parasol was standard equipment, and taffeta coats were stylish for street and travel. . . . switches, wigs, and transformations, enjoyed tremendous popularity, and women wore bustles and corsets that choked the life out of them. . . . A lady's leg or arm was a "limb," and couples were not supposed to kiss unless the

ring in 1914-15 and 1919, others smaller intervening.

And the great fire referred to elsewhere in this edition with heavy toll of business sections, schools and church. And last, but not least, the destruction of our mighty and priceless oaks.

And not forgetting the World War I and the sorrow that followed to say nothing of the subsequent financial depression.

These are some of the vicissitudes The Echo has witnessed, aside from

gal wore an engagement ring. The clergy and moral forces of the nation were up in arms protesting a skirt called a "Rainy Daisy," which cleared the ground enough to prevent Milady's hem from getting muddy and dusty on the streets. . . . women who used rouge and cigarettes were considered on the level with street walkers.

The menfolks wore sporty, washable vests, string ties, big-brimmed hats, and Prince Albert coats, mutton-chin whiskers or handlebar moustaches were popular. . . . every citizen of prominence had his own individual shaving cup at the barber shop. . . . derbies were the thing, and you had ever heard of a wrist watch, you could buy beer for a dime for a nice glow on. . . . all the blades were steady customers at town livery stable, and you took your girl for buggy ride every Sunday afternoon. . . . The Tandem, big was now a thing of the past, and yet-to-be-invented movies.

"Daisy Belle" was a hit tune, the folks were singing "After the Ball," "Only a Bird in a Gilded Cage," "When You and I Young Maggie," and "Two Girls in Blue." . . . Southerners to up the place when the band played "Dixie," and you could still see a good fight by praising Lincoln Grant in public. . . . The street car first patented in that ten year old named Franklin Roosevelt was studying for the fifth year. . . . over in Italy, eleven year Benny Mussolini was playing in sewers of Milan. . . . Adolph Hitler had been weaned only two years.

It was the Golden Age of American letters, and Mark Twain was at the height of his popularity as America's greatest humorist. . . . Bill Nye, "Mister Dooley" were also getting few laughs, and a chap named Bert Louis Stephenson was turning out some pretty readable copy so were Rudyard Kipling, Joel Chandler Harris, and Eugene Field. Alfred Lord Tennyson and Whitman died during the year McClure's Magazine and Harper were tops in the field of periodicals. . . . William Randolph Hearst's press, the Journal, and The American, were waging a merry war with Joseph Pulitzer's World. . . . supremacy in the New York Journalistic field.

The State, scandalized by mistreatment of convicts under the penal lease system, had just created a prison farm system, which had not yet got under way. . . . Mississippi million dollar new capital was in a vague dream eleven years from realization. . . . work was still in way on the Gulf and Ship Island railroad between Hattiesburg and Bay coast. . . . Millsaps College had been founded, and the State Teachers College at Hattiesburg was to be established.

With such a background, The Sea Coast Echo came into being. During such a momentous period of history, the newspaper has come a long way. . . . thru panics and epidemics. . . . to celebrate Golden Jubilee.

It is fitting that today, on its fiftieth birthday, that the faithful Sea Coast Echo can look back with glory. . . . and forward to project the future be as bright and inspiring as has been the past, and

individual shadows that have darkened the home.

This edition is dedicated to the City of Bay St. Louis, Hancock county as well as to the Sea Coast Echo commemorative of its fifty years complete—1892-1942, by its publication in profound and grateful acknowledgment of the favor and indulgence of a community it has been a privilege to serve. Kindness is the motivating influence of all good work. With two score years of pleasant successful toil could not have been accomplished.

## BAY ST. LOUIS MASONS, F. &amp; A. M.; CHARTERED ON FEBRUARY 5, 1851

First Lodge Building Constructed 1851—Present Building 1925—Handsome Three-Story Brick Structure is A Pride of the Gulf Coast.

Of the many handsome and substantial buildings that dot the city of Bay St. Louis and the Mississippi Gulf Coast notably is the Masonic Temple (three-story brick) of the Bay St. Louis F. & A. M., equally as well as the organization that dates back long before The Sea Coast Echo was established. The Lodge is active and representative, and it has grown with the years, its enterprise has contributed to Bay St. Louis, and known as the A. L. Stokoe Memorial. E. S. Drake was one of the outstanding factors in this enterprise. He drew the plans for the building and personally supervised the work and has had considerable to do with financing same, the latter a herculean job. But no job seems too big for he and his associates, judging from past performances and results.

Bay St. Louis Lodge F. & A. M. was organized in 1850 under dispensation from the Grand Lodge of the State of Mississippi. Charter was granted February 5, 1851 to the lodge as Bay St. Louis Lodge 147. Domiciled at Shieldsboro, in Hancock county. On May 2nd, 1898 the present charter was issued to Bay St. Louis Lodge 429, F. & A. M. The charter members were E. J. Bowers, John V. Toulme, C. L. Hart, J. W. McCall, E. E. Austin, Geo. Arbo, E. I. Prentice, H. M. Graham and J. A. Breath.

The Masonic Temple has three floors, located on Main street, in the very heart of the business section. First floor is occupied by the Peoples Federal Building and Loan Association, the George R. Rea Insurance Agency, and by the offices and show rooms of the Mississippi Power Company.

Second floor is used as office building, the H. Weston Lumber Company occupying considerable space. The third floor is used by the Masonic fraternity and Eastern Star organization, which has a large membership and ever flourishing.

The former lodge building was erected in 1850 on land then owned by Mrs. Madeline J. Saucier, who later became the wife of J. A. Breath; Temple (three-story brick) of the Bay St. Louis F. & A. M., equally as well as the organization that dates back long before The Sea Coast Echo was established. The Lodge is active and representative, and it has grown with the years, its enterprise has contributed to Bay St. Louis, and known as the A. L. Stokoe Memorial. E. S. Drake was one of the outstanding factors in this enterprise. He drew the plans for the building and personally supervised the work and has had considerable to do with financing same, the latter a herculean job. But no job seems too big for he and his associates, judging from past performances and results.

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## MASONIC TEMPLE BUILDING



## OYSTERS IN THE EARLY DAYS.

Oysters in the early nineties were plentiful. The G. W. Dunbar Sons, Frank and George, were the sons, and during the eighties built the first oyster and shrimp canning factory in Bay St. Louis. When Mississippi lost its boundary suit with Louisiana and jurisdiction of the bulk of oyster beds went over the other side of the much-disputed boundary lines, Mississippi lost the lion's share and Messrs. Dunbar moved their factory out of the State. From Bay St. Louis it was transferred to English Lookout, known then by that name. Thru courtesy, the L. & N. Railroad Company, changed the name of their station to Dunbar. After several

years the Dunbars moved their canning plant to the vicinity of Violet La., and dismantled the one at Dunbar. English Lookout as a name was historical and the railroad company restored it.

Oysters were plentiful in summer time, strange to say. They were sold at 20 and twenty-five cents per hundred. Many visitors, particularly Sunday excursionists, would return to New Orleans with more than one jar of one hundred each to the connoisseur. The bivalve was not of large size, but resulted in creating a brisk demand.

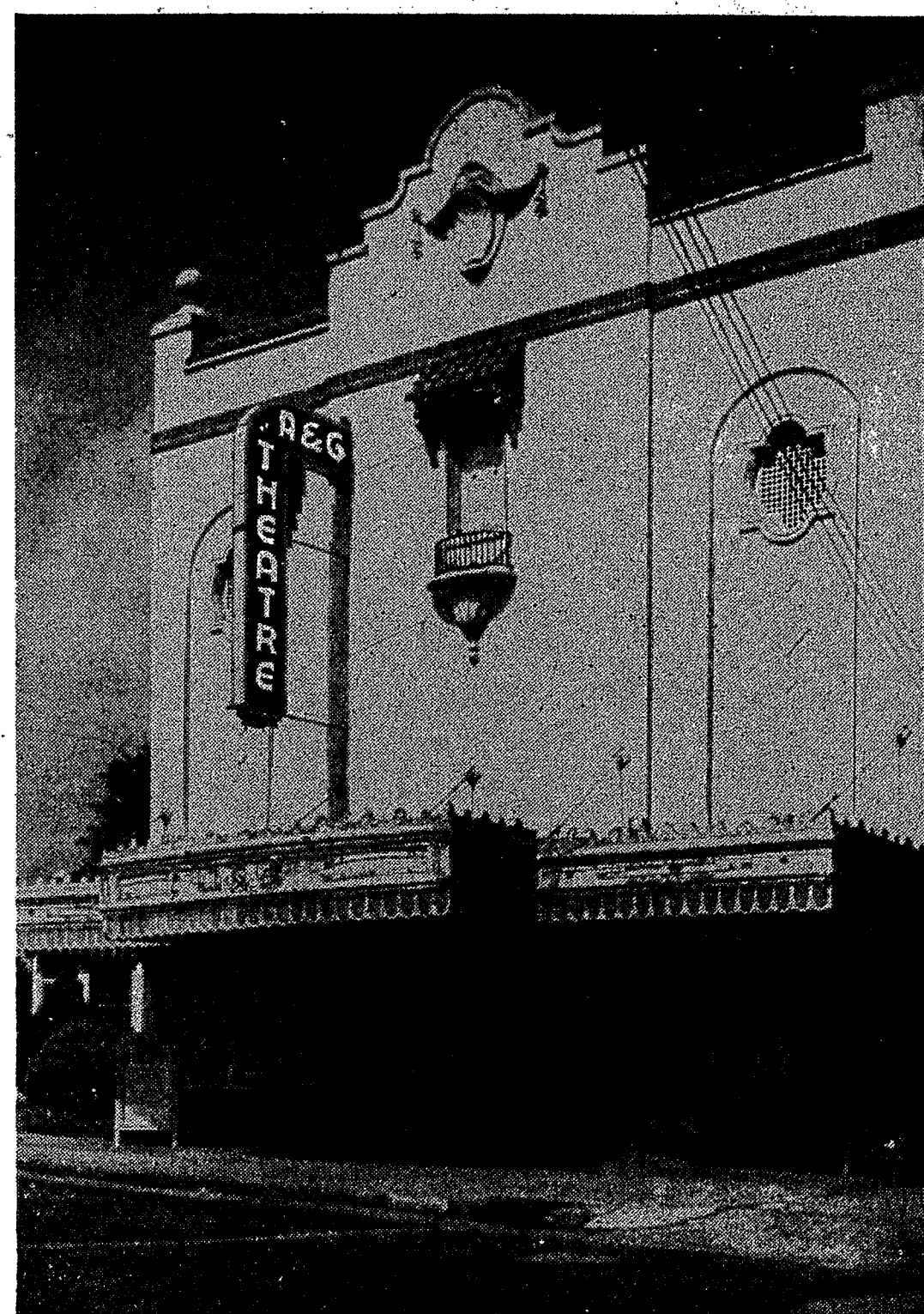
The main oyster shop was located near the L. & N. Bridge, connecting with the Old Crescent Hotel. Many people of today will remember

the old oyster shop. Of course, there were others, down at the other end of town.

## BOUDIN RECORD FOR PIER BUILDING.

For over twenty-five years P. J. Boudin, contractor and builder has built house piers that dot the Bay and Waveland front. He specializes in this work and has built some of the longest and substantial of such structures, not forgetting the Steel pier over 1600 feet and the W. J. Gex (Sr.) pier over 1200 feet. He has quite a record to his credit extending half of this newspaper's half century period.

We Congratulate Mr. Chas. G. Moreau and The Sea Coast Echo on Their Anniversary and Unusual Achievement



## A. &amp; G. THEATER

Bay St. Louis, Miss.

THE HOME OF GOOD PICTURES

Featuring—

Paramount  
Metro-Goldwyn-Mayer  
20th Century-Fox  
Warner Brothers  
First National

RKO

Columbia  
Republic Pictures

BETTER FEATURES, SHORT SUBJECTS AND COMICS

ALWAYS A VARIED PROGRAM

A temple of high-class and educational amusement for ladies, children and gentlemen.



## INSPIRATION TO YEARS OF SUCCESS.

## WHO PATRONIZED THE ECHO TO ADVANTAGE

### August Kellar of Famous Blue Store Was Liberal Advertiser and Reaped Results.

Among the earliest advertisers of The Sea Coast Echo in its initial and following years was August Kellar, merchant prince of Bay St. Louis, who was mayor of the city for several times.

Mr. Kellar's store was located corner Beach Front and Washington street, site of the present Orrie's Theater. It was a frame building, with low foundations and a wide porch. It must have been a private residence at one time but that was long before the writer's time, hence no recollection of this.

The frame building was painted blue, and Mr. Kellar called it the "Blue Store."

He was a high-class business man, as such, his business was such a plane. Mr. John Osoinach was his book-keeper and general manager, and buyer for the store as well. It was noted for the vast stock carried and the immense trade it enjoyed. Mr. Osoinach left in later years to open a store of his own and that was the beginning of the present Bay Mercantile Company. It was then located in the hollow, (called at that time) where the present Mrs. Lapsley home is located, or thereabouts.

Mr. Kellar was progressive. Accordingly, he advertised exclusively on the local page of The Echo and each month his bill proved quite a source of revenue to the paper. While other merchants did not advertise he was smart enough to use the newspaper and printer, and sold his goods and brought him trade.

As mayor he introduced many changes that carried the village on to the present city trend. It was under his administration Kellar avenue was opened and the Board of Aldermen named it after him. Ripley might carry the fact that this narrow street is called an avenue officially and so narrow is it, that there are sidewalks in some places only a few inches wide. It is hardly a street and yet officially platted as an avenue. But so much all the more for advertising.

Mr. Kellar's store building was finally destroyed by fire on February 17, 1894, which destroyed that entire neighborhood, on both sides of the streets, including the original Emmanuel Garibaldi Store, known later as the Olivari and more recently the L. Spotorno store. Many of the city's finest oak trees were destroyed by this fire.

Another building was constructed in its stead. But the fire had caused Mr. Kellar a heavy loss and his health became impaired, until finally he sold out the stock piecemeal at auction.

In addition to being one of The Echo's earliest advertisers he was a generous customer and his patronage was worth double in the struggling days of this newspaper. His patronage and aid were never forgotten. Old files of The Echo show his advertisements, which are read with interest to those who peruse the old files of value.

## WAVELAND LEADER IN CIVIC AND CHURCH WORK



MRS. EDOUARD C. CARRERE

Residing in Waveland, at the family estate on the fashionable beach boulevard, Mrs. E. C. Carrere is as active and interested in church and social work in Bay St. Louis as well, her unflagging interest and devotion being well known. She is director of the church choir, St. Claire's church, chairlady of the annual fair and the delegate to National and Southern conventions for social and economic endeavor. No one woman devotes more of her time and energies for church, school and general civic work. Mrs. Carrere, well known business man of New Orleans is chairman of the stage committee for the annual Bay St. Louis Carnival court and ball, a task of no small magnitude.

Their children are E. C. Carrere, Jr., university student, and Mrs. W. A. Reiss, of Cleveland, Ohio.

## A LOVELY LADY AND SYMPATHETIC WOMAN CALLS ON THE ECHO

### And Its Youthful Publisher To Encourage the Enter- prise in 1892.

ONE of the fondest recollections of the publisher of The Echo cherishes even to this day—dating from the time when this newspaper was in its swaddling clothes—was a visit from Mrs. Elizabeth Pottevent Nicholson, publisher, with her husband, George Nicholson, of the New Orleans Daily Picayune. She was equally as well known by her non de plume, of "Pearl Rivers." It was at the time her master poem, "Hagar," was receiving nation-wide acclaim.

She had come to The Echo office directly from her Bay St. Louis Waveland home, located on the beach, near Nicholson avenue, known as "Fort Nicholson." This name was suggested by a retaining wall John T. McDonald, of Pass Christian, still living, had built down the beach, in front of the premises. It was an idea all his own, in which opinion Mrs. Nicholson concurred, that a seawall of this type of construction in contrast to the many timber and piling make-shift retaining walls that had been built and failed of purpose, would hold out against the invading elements of wind and wave. The high wall was so constructed that it did somewhat resemble a fort. But during one of the biggest equinoctial storms prevalent along the Gulf Coast for a period covering a number of years, and well remembered by older residents, the water, in all its fury, undermined the foundation and the wall was said to have "slipped" and crumbled like so much timber in the mad vortex of rushing water. Parts of the brick structure, still held by cement, are to this day to be seen on the site or nearby—and serve as fragmentary relics of the past, over sixty years ago!

Time has well taught us that forts nor seawall of this type no longer resist.

Mrs. Nicholson had driven to The Echo office to visit "the young publisher," as she announced her entrance into the office after alighting from her carriage, drawn by a beloved black horse, and reins in hand.

## STORY OF INCEPTION AND GROWTH OF KING'S DAUGHTERS' HOSPITAL

### How a Group of Women Organized in 1937 and a Year Later Established the Emergency Hospital to Provide A Field For Activity and To Do Humanity Most Good—Debt On Hospital Paid.

Mrs. S. R. Geise of Greenville, Mississippi, State President of the Mississippi Branch of the International Order of the King's Daughters and Sons, held a meeting at Weston Hotel in April, 1927.

Mrs. G. Y. Blaize of Bay St. Louis called the meeting together.

The Bay St. Louis Circle of King's Daughters was organized by Mrs. A. F. Fournier as president, Mrs. Sarah A. Power as vice president, Mrs. W. L. Bourgeois, and Mrs. G. Y. Blaize, secretary.

After a year's existence giving help and charity to the poor, the Circle, wishing to have a wider field for its activities, at the president's suggestion, started an Emergency Hospital. The late Dr. D. H. Ward gave the use of the upper story of his home free of expense for the project.

The hospital was started April, 1928, and the first patient was admitted June 16, 1928.

Among the early, sincere and hard workers to establish the hospital were:

Mrs. W. L. Bourgeois, Mrs. Mary Montgomery, Mrs. G. Y. Blaize, Miss Elsie Spurl, the late Mrs. Kenneth W. Peppardine, Mrs. Charles G. Moreau, Mrs. H. Seavold, Mrs. H. U. Canty, Mrs. Lillie K. Leonard, Mrs. W. Partridge, Mrs. Sarah A. Power, Mrs. W. Harrison, Mrs. Leo W. Seal, Mrs. Alvah P. Smith, Mrs. Cain, Mrs. E. J. Lacoste, Miss Reed, Mrs. E. F. Fahey, Mrs. Claude Monti, Mrs. P. Muller, Miss Ida Edwards, Mrs. E. C. Carrere, Mrs. W. O. Sylvester and Miss Majorie Nye.

Many gifts were received and furniture repainted by the members. A building fund was started and entertainments of every description were sponsored to raise funds. Letters were sent to all owners of beach homes in Bay St. Louis and Waveland and many responded most generously.

The hospital soon outgrew its first location and a house was rented on Main street.

Later a house on Carroll avenue was bought and the initial payment on same made on Monday, September 8, 1941, the final payment was made and the King's Daughters Hospital was completely free of debt.

Since its inception, the hospital has treated 4,121 patients to September. At present, the hospital has nine beds and six bassinets.

The House Staff consist of a day nurse who is also superintendent. She is Mrs. C. E. Craft. There is also a night nurse, as assistant to nurses, and three working helpers.

of an aged colored man who enjoyed the confidence of the family. Holding out her hand, white kid gloves, she gave greetings, congratulations and best wishes to the pub-



MRS. A. F. FOURNIER, President.

lisher for a long, useful and prosperous career.

The young publisher, with ink on his hands, hesitant and possibly blushing, apologized for soiled hands, and explained he could not grasp the proffered hand for fear of soiling the white glove.

But this somewhat embarrassing situation was quickly overcome. "Young man," she said, "the glove hand represents industry and application, and I wish to shake the hand in all sincerity and with every good wish. May God speed you."

She said, and the words of fifty years ago are well remembered, "the glove is merely a covering and easily replaced. Yours, I hope, are destined to a long life of usefulness and I want to hold your hand in hearty good wishes."

Later years Mrs. Nicholson presented the publisher with a hand carved ivory pen holder, she had acquired during a tour of the Orient. She remained a steadfast friend of The Echo until her passing.

Mrs. Nicholson's memorable visit and her stamp of approval on the enterprise served as an inspiration, a spur to ambition, an impetus to the trend of reaching a goal. The visit of such distinguished personage was an event not to be forgotten—by a struggling young man.

Two of her sons, Leonard K. and York Nicholson, are publishers today of the New Orleans Times-Picayune. These gentlemen and the management of their great newspaper have always been friendly to The Echo and in time of stress have been of inestimable service, refusing all pay, and grateful acknowledgment is hereby made.

## JOHN OSOINACH WAS MERCHANT, STUDENT AND SCHOLARLY MAN



Record of the past fifty years would be far from complete without a picture and sketch of John Osoinach, who was one of the foremost and active participants in the daily business and social life of the community. He was practically connected with every enterprise and public endeavor for the most good for the majority.

Born December 12, 1865, this foremost citizen passed away on January 1, 1939, aged 74 years. He was associated with August Kellar's Blue Store when a young man and later established the Bay Mercantile Company, which he conducted for many years until succeeded by his son, Henry W. Osoinach. A few years prior to his passing, he retired from business and spent the balance of his years in travel and reading. For a number of years he was president of the Merchants Bank & Trust Company and also vice president of the Peoples Building & Loan Association.

He was a member of the City Council, and also served on the Board of City School Trustees. He was a patron of the theater, a music lover and all that pertains to the cultural side of life. It was he some years ago who made it possible for the course of Bay St. Louis Lyceum programs, making up the deficits at the end of each season, jointly by two associates.

Mrs. P. E. Porter of this city and Mrs. A. G. Anderson of Santa Monica, Cal., are surviving daughters, and Messrs. Clarence W. Osoinach of New Orleans, A. J. Osoinach of Memphis, and H. W. Osoinach of Bay St. Louis are surviving sons. His widow, Mrs. Lou Meek Osoinach resides in Bay St. Louis. A daughter, Mrs. Ethel Ballard, recently deceased.

## H. A. PERRE, A NAME OUTSTANDING.

One of the best known and oldest firms during the past half century was that of H. A. Perre, "Crescent Bakery," situated on Main street, where the Jacobi bakery is located today.

H. A. Perre's business was started by his father in 1871 and continued until 1928, when the surviving brother of H. A. Perre, Mr. Emile (Boy) Perre retired from business and the firm went out of existence. This edition would not be complete without mentioning the name of this bakery firm, that served the public for so long a period.

Mr. Hypolite A. Perre, better known as Mr. 'Polite,' was known for his personal delivery trip to Waveland every morning, never missing a day for over a half century. He was the mail man, messenger and general delivery man for his customers—from Waveland to the Bay village and back. No man was more accommodating and had more friends.

He will ever be remembered fondly and gratefully by those he served and those who otherwise knew him.

Mr. 'Boy' Perre resides in this city, has a large and fine family—all a credit to the name of Perre that has been usefully, constructively and indelibly connected with Bay St. Louis.

and at one time was a member of the City Council, and also served on the Board of City School Trustees.

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## THE BUSINESS OF HORATIO S. WESTON.

The fine business sense and bigness of the late Horatio S. Weston, of Logtown, president of the H. Weston Lumber Company, and president Board of Supervisors of Hancock county for many years and up to the time of his passing, is well illustrated by many incidents.

It was some years ago the publisher received a telephone call from the courthouse that the Board of Supervisors was in session and that he was wanted to appear before that body instantly.

Apprehensive that something had gone wrong, there was some hesitancy about complying with what appeared a demand. But since a demand is a command, the publisher hastened and appeared before that executive board of the county.

"How much is a whole page in your paper?" asked Mr. Weston in his well known decisive and definite manner.

"One word," the publisher, somewhat relieved but not it was all about.

"That seems rather a lot of money," replied Mr. Weston. "Young man, why do you charge so much for one page?"

"The reason for that, Mr. Weston, is that when you buy one page you are practically using two for it becomes necessary to add another sheet to the paper. The other side is blank and we have to fill it with reading matter."

"Well, if that is the case, and the board I know understand it, we'll take the two pages." And the price for two pages was paid. Two inside pages were used as what is termed a middle double page spread, and the county used it to apprise the people of what the board was doing and planning and a full and concise financial statement appeared.

Mr. Weston was a big man in more sense than one. He was never small or petty about business. And that is one of the reasons of the big success he achieved in public and private life as well.

## PROSPECTIVE POTENTIAL CHALLENGE FOR THE NEXT FIFTY YEARS.



GREGORY, BRUCE AND JEFF, SONS OF MR. AND MRS. A. G. FAVRE.

## HOTEL OF OTHER DAYS; DESTROYED BY FIRE



This hotel was first known (fifty years ago) as Crescent Hotel owned and operated by Capt. John V. Touline. Later it became Hotel Pickwick, renovated, as shown above, and owned by John Shansy. Purchased later by H. S. Weston, it was destroyed by fire. Mr. Weston rebuilt it on the present site, (foot of bridge) known as Hotel Weston. At his death it was sold and at present is known as Hotel Reed. The picture above was an old landmark. It was located on the site of that section now traversed by Court street, on the railway and beach.

It Is Better To Be Safe Than Sorry  
INSURE WITH

Merchants  
Insurance  
Agency....

SURETY  
BONDS

Written to meet

Any and All  
Needs.

A Surety Bond is not  
Expensive.

MERCHANTS BANK BUILDING  
BAY ST. LOUIS, MISS.

We have been in the insurance business for nearly Forty years. All losses have been paid promptly and without red tape. It is easy to insure—because it is easy to do business with us.

WHY NOT INSURE TO-DAY

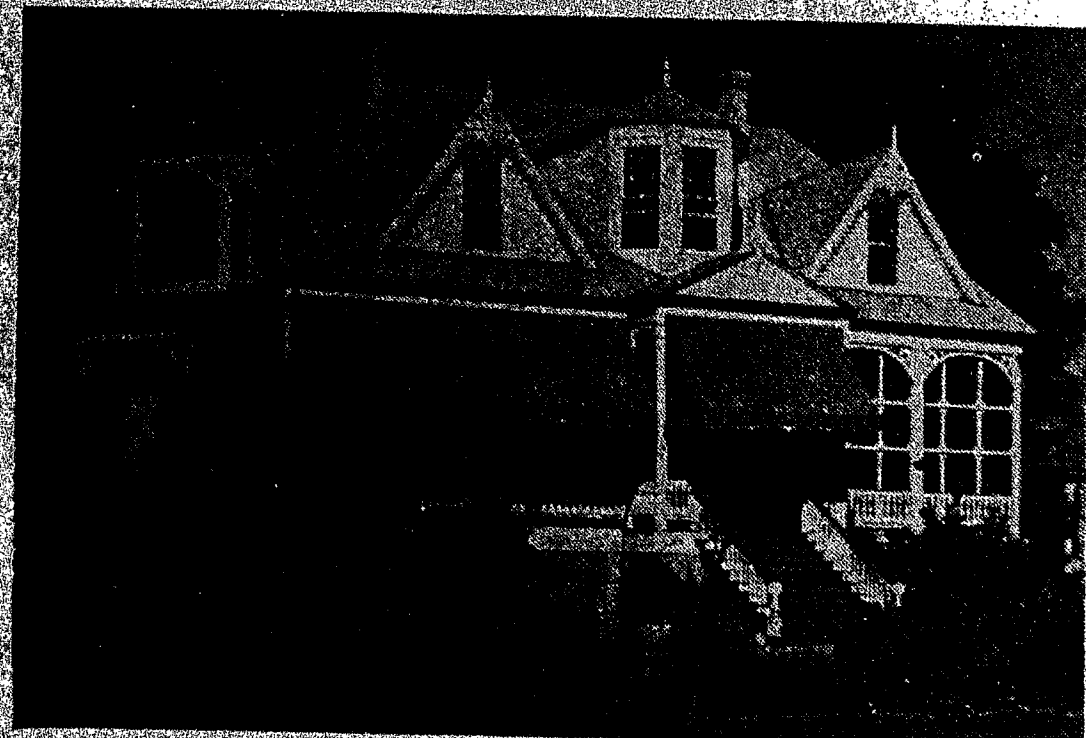
★ ★ ★  
TELEPHONE  
NUMBER 145

A telephone call will bring our representative on any and all kinds of insurance. Our force is experienced and only too glad to serve.

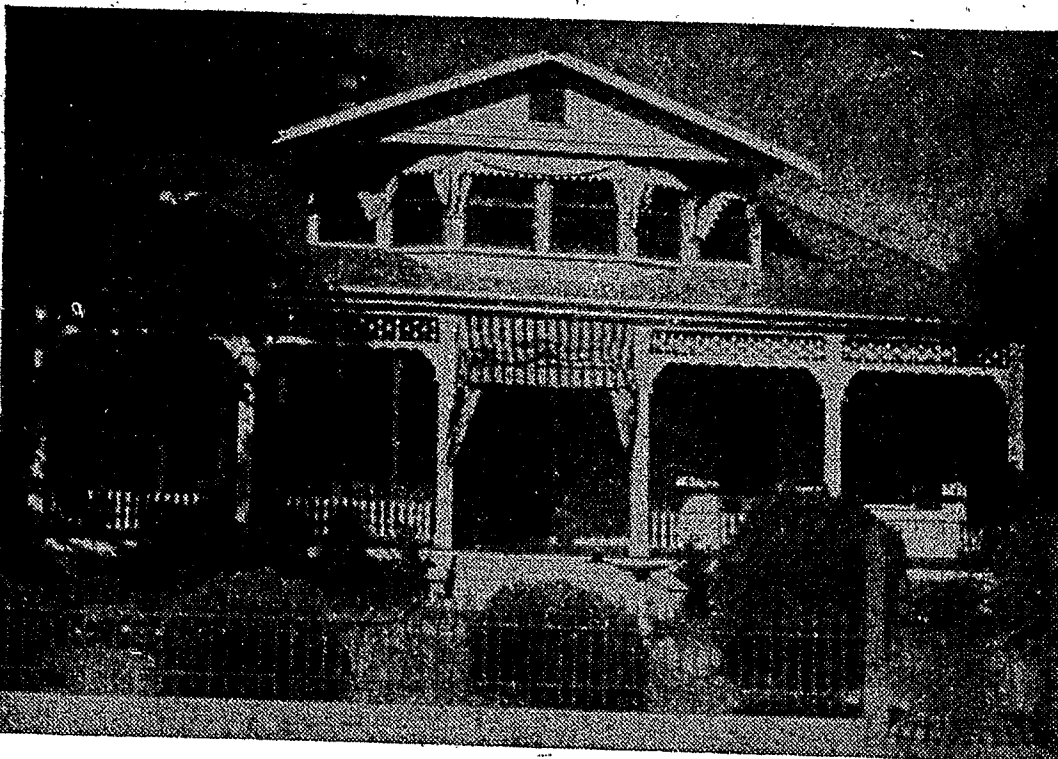
Insure To-day!

★ ★ ★

Ask others we have served year after year. Our customers are best recommendation.



DWELLING OF MAJOR W. A. McDONALD  
North Beach Boulevard



DWELLING OF CITY ATTORNEY L. M. GEX  
North Beach Boulevard



# THE ECHO ONE OF THE FIRST WEEKLIES TO INSTALL LINOTYPE

Story of the Marvelous Machine—Various Operators Who Have Well Served.

FIFTY years ago, when The Sea Coast Echo first saw the dawn of life, the weekly newspaper flourished with what was called "patent insides," that is, one side of the paper was shipped already printed with miscellaneous matter supplied by the house that also supplied the white paper.

Today, comparatively very little of that service is used by the weekly or smaller newspapers. That is due to the linotype. The smaller newspapers could not afford the cost of a linotype. The service was expensive, and the business did not justify it. Besides there were no ready news papers, whereas today there are many less. Newspapers using that service today supplement it with their all-print paper, thus adding to the miscellaneous kind of reading matter, and is dignified with the name of ready-print service instead of the "patent insides" and "boiler plate" service, the latter being the use of print plates that sold at twenty-five cents per column.

However, this kind of service today is of a very high class, and the same is said of the plate service. Syndicate writers work for the ready-print house, and novelists and feature writers who supply the daily newspapers supply the weekly as well in this manner and through this medium.

It was just as easy for a weekly newspaper to run the Brisbane column (weekly) edition as it is today to run the Walter Winchell and other popular modern-day writers and columnists. Syndicate services made it possible because it came within the reach of the country publisher.

The Sea Coast Echo was a four-page 6-column newspaper. It used the patent inside, as it was known then and the first and last pages were printed at home. Type-setting was a very slow process and it required much time to get up such type matter.

However, there was one newspaper at that time that eschewed the use of patent insides, as it was referred to in disdain by publishers who printed their entire newspaper at home. That was the Pascagoula Democrat-Star, owned and edited for many years at what was always called Seranton, known today as Pascagoula. Capt. P. K. Mayers, nestor of the Mississippi press of his day, and referred to by all who knew him as "Capt. P. K." was proud his newspaper was a home-print and carried a line to that effect on the paper's masthead.

Seranton was always a good business town and Captain Mayers, a fine business man and likable character, representative in every sense, made money. He had reached far into the years, with his wife, when one of Seranton's banks dismally failed. He was a stockholder and when the bank failed it shattered the Captain and he soon died and his wife, an excellent lady, died a few years later. All of their earnings had been practically swept away. Being a director of the bank he was forced

## GEO. R. REA WAS POTENTIAL FACTOR IN CITY AND COUNTY



GEORGE R. REA

For nearly forty years George R. Rea served the local business and civic community as a progressive and leading light, a man who devoted all his time and energies for the better things in life. How well he succeeded is best attested to by the splendid record he left.

Mr. Rea came to Bay St. Louis when the Merchants Bank was first organized. It was its first cashier and became its president which he served for a number of years, and helped build the bank to its place with the larger and more substantial banks.

In later years Mr. Rea became president of the Peoples Building and Loan Association, succeeding the late Judge J. A. Breath, and conducted his own business known as the George R. Rea Insurance Agency, assisted by a corps of workers.

Mr. Rea was nationally known as treasurer of the Kappa Sigma fraternity and a member of its executive board. For twenty-five years he served Hancock county as chairman Red Cross, a trust that entails responsibility and one that is wholly humanitarian and patriotic.

Well was the part of the activities in Bay St. Louis and Hancock county during the past half century, serving his community and its people to the fullest possible extent and well contributing his share as an ideal citizen.

to make good the loss as proportionately as his assets would permit.

But the home-print newspaper came to stay as soon as the linotype became part of equipment of many of the country weeklies. The machine was expensive, but they were sold on down payment and deferred payment plan. Unable to compete with the linotype, hand-set newspapers became fewer and many went out of business. It was always a standing joke, that anyone in those days of long ago could start a newspaper with a shirtful of type and a Washington handpress. Of course, that was exaggerated, for there is no business where so much of an investment is required and the return far from being commensurate. That holds to this date.

The Sea Coast Echo procured its first linotype, a brand new No. 14, with some dozen faces of type in the year 1924. It soon became a home-

print newspaper and hence there was more space for local news and the paper continued to improve and its patronage became not only more established, but expanded considerably. It was a better newspaper and was the same old story if a man made a better mousetrap.

Comparatively few weekly newspapers in the State were equipped with a linotype. The Sea Coast Echo was one of the first to buy. Certain publishers were astounded and possibly there was some question as to the publishers' sanity and business judgment. But the purchase was made and Bay St. Louis was one of the smaller cities in Mississippi that boasted of a weekly newspaper linotype equipped. This machine was used for a number of years when it was disposed of and one of a later model purchased which is in use today, and serving both to set type for the number of newspapers we print and in our job printing plant.

The linotype is one of the marvels of modern ages. And though it is costly in dollars and cents, it is well worth its cost for the production it affords the publisher.

Today the number of weekly newspapers in the State without a linotype are comparatively few, possibly the number could be counted on the fingers of one hand.

The Echo was a pioneer in the purchase of a linotype and this move, as proven by time, was well justified.

The Echo has had a number of linotype operators, always hiring men of ability and paying the better wage, realizing that the laborer is worthy of his hire and that a "cheap" man was, in the end, pretty expensive.

Among operators of outstanding ability and merit that worked on The Echo in this capacity might be mentioned here for historical record, namely: William Bowen, of New Orleans and Wayland; Richard Mason, of New Orleans, who contracted the flu while working here and passed away in 1918, practically dying in harness. This was a heroic young fellow and he stuck to the publisher at a time of severe stress and in a sorrowing time of his life.

Then there was W. H. Hardesty, who left here to go to Florida, seeking a warm climate, and dying in that state.

One of the outstanding linotype operators working for The Echo a number of years was Charles W. Smith, of Florence, Alabama, whose father published the newspaper there for many years. Smith was a young man of marked ability, fast and accurate worker. After his father passed away, he moved from Bay St. Louis to Attmore, Alabama, where he successfully publishes the Attmore Advance, a weekly above the average.

His son, Carlos, was born here at Dr. Smith's clinic, which was the beginning of our present day hospital.

Then there was a young man named J. B. Street, residing at Pass Christian, who made the trip to and fro daily. He now has a shop of his own at Jackson, Miss.

F. H. Mattox, veteran hand printer and expert linotype operator, had worked on leading daily newspapers in New Orleans and over the country gave several years of his time to The Echo. He served here efficiently a number of years and was among the best to be had.

Then for the past twelve years the linotyping department has been in active charge of L. S. Elliott, originally of New Orleans, who comes from a family of noted printers, his father E. D. Elliott, a publisher and printer well known in New Orleans of other days. Mr. Elliott has several brothers, all linotype operators of high class.

This chronicle of linotype and of printers who worked on The Sea Coast Echo would not be complete were we to omit the name of T. Ray Cary, who was actively connected with the paper for over five years. That was over twenty years ago. He came here from Donaldsonville, La., as a hand printer and pressman. It was while he was here The Echo purchased its first linotype, what was known as the Junior linotype, its manufacture now discontinued. It was known as the Rogers' invention and was taken over by the Mergenthaler Company.

## LOOKING TO THE FUTURE—TRIO OF LOVELY CHILDREN.



GERALD, LUCIEN AND PATRICIA, CHILDREN OF MR. AND MRS. LUCIEN M. GEX.

owners and makers of the Mergenthaler linotype.

He was the first linotype operator in the office. He knew nothing of the machine but finally mastered it. It was not the perfect machine and lacked many of the essentials necessary for mass production. But Cary stuck to it and until it was supplanted by the regular No. 14 Mergenthaler linotype at a total cost of \$5,200.

Ray Cary was well and widely known here and aided The Echo considerably as he was an all-around man, capable of performing any job, any duty calling for attention.

He had executive ability and was ambitious. He later went over to the Gulfport Daily Herald. He now owns a job printing plant in New Orleans, married and has a fine family. His loyalty was unswerving. The publisher was to undergo a surgical operation and Cary resigned a job he was holding in Texas and came forthwith to remain and to take charge of the plant and its business. This act has never been forgotten. He refused pay for his service.

The job of linotype operator is no small one. It requires a man with education and one fully conversant with English. He must be a man of more than ordinary ability and must be efficient. And by all means a man of skill. It is a position requiring a combination of ability.

## BAY ST. LOUIS' FIRST BANK

In the days when Bay St. Louis had no banks, the local banker in a private way, was John Osioinach, owner and operator of the Bay Mercantile Store. He was the only one in the city who cashed checks for the customer, at no charge but as an accommodation. He also issued checks for friends wishing to pay bills out of town.

He had an account with the old New Orleans National Bank, known in those days as the Baldwin Bank, and it was possible to deposit the checks he had cashed for customers and other friends. He was very ac-

## A Salute To The Sea Coast Echo

ON the Coast of Mississippi Where the salt sea breezes blow Lies old stately Bay St. Louis By the Gulf of Mexico.

Nestled there in Hancock county Basking 'neath the Southern sky Proud her record thru the ages Bright her future drawing nigh.

Here the faithful Sea Coast Echo Holds its Golden Jubilee— After fifty years of sailing On the journalistic sea!

Not a voyage without rough weather Not without its woes and tears But the Echo's flag kept flying Thru the gales of fifty years.

Always building, ever striving To promote the public weal . . . Ever quick to challenge Evil With a rapier of steel.

Sea Coast Echo, we salute you! May your course be ever right! May your many loyal readers Stay behind you in the fight!

May the Sea Coast Echo prosper! May its aims be just as high In the years that lie before us As they were in years gone by.

May The Echo be a beacon In the storm a guiding light— Shining out for Truth and Justice Thru the darkness of the night!

—TOM ETHRIDGE

Sheep and cattle may graze all year round in Hancock county. Its stock raising is a profitable industry.

Thus, in a way, he was the banker in Bay St. Louis. He was a charter member of the Merchants Bank of Bay St. Louis and at time served as its president and other friends. He was very ac-

## City Was First Known As Chicapoula; Incorporated As Shieldsboro and Finally as Bay St. Louis.

The fact that the city of Bay St. Louis was known by three different names—at three different times, is especially interesting.

Two of the names, Shieldsboro and Bay St. Louis are official and of record. The first was Chicapoula, the Indians who inhabited here before the white man set foot knew it by that name, meaning, "bad grass." It is natural to surmise that rock-a-chaw grass grew here in abundance, as it does in some quarters to this day, and it was but natural to designate it as "bad grass."

We shall treat this article of Bay St. Louis and endeavor to strictly keep within the confines of such.

There is no record of the community when it was known as Chicapoula, only the historical data that we catch in fragmentary lots here and there, but nothing in the official archives of the city.

Hence, we will only deal from records. The city of Shieldsboro, preceding Bay St. Louis, was incorporated on January 4, 1858. The first mayor

mayor's court was held therein.

It became necessary to use the entire space of the courthouse, the city sought quarters elsewhere and for a while occupied a small cottage-like building located on the beach front—at the very extreme north corner of the present premises of St. Joseph Academy. Later this building was used as the first home for the Hancock County Bank, organized 18.....

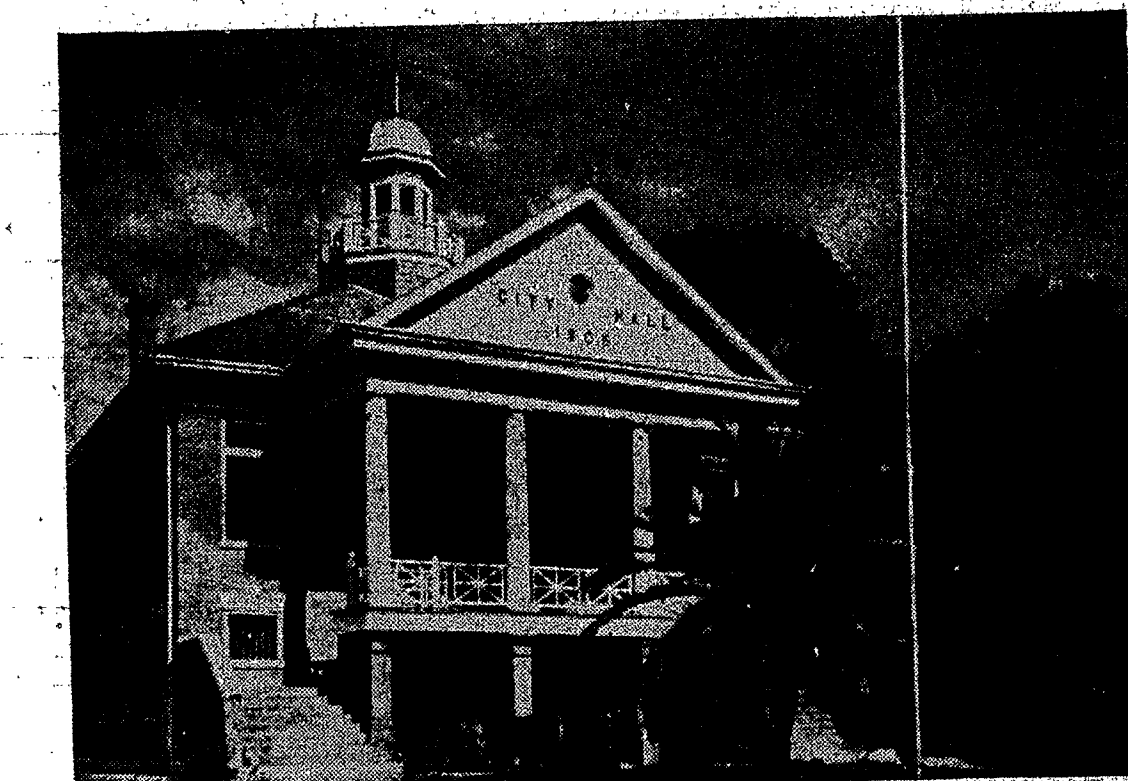
Becoming imperative that the city should have its own city hall, now that it was fast growing and acquiring such proportions as to justify such end, the present city hall, on Second street, was constructed.

Sisters owned the entire piece of land known today as city park. The price paid the Sisters of St. Joseph in accurate figures was \$950.00, although it was currently reported the price paid was a thousand dollars.

It was necessary to procure permission from the mother house in France for the sale and transfer of the property.

Contract price for construction of city hall was \$8750, and the contract was awarded to Gaston G. Gardou, who later was to become mayor of the city, and served several consecutive terms.

The administration at the time of building the city hall was as follows: E. E. O'Brien, mayor; Dr. L. H. von Gohren, alderman first ward; Joseph L. Favre, alderman second ward; Robert C. Engman, alderman, third



CITY HALL, BAY ST. LOUIS, MISS.

ward; Robert Fulton O'Brien, alderman, fourth ward.

## First Public School Building.

First public school building in the city of Bay St. Louis for white children was completed in the month of May, 1893, over one year after The Sea Coast Echo was established by John V. Toulme, mayor at that time, one of the champions for the cause and a devoted worker. E. B. Kirk, a contractor and builder who had moved here a few years previously from the North, and a citizen then, was the contractor and builder, at an initial cost of \$3,914.00.

From a record we find that John V. Toulme dedicated the site of the present building for such purposes.

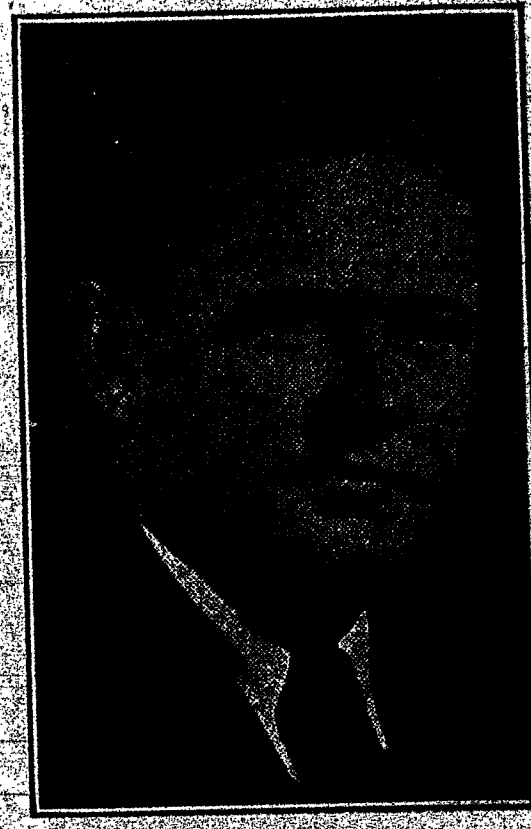
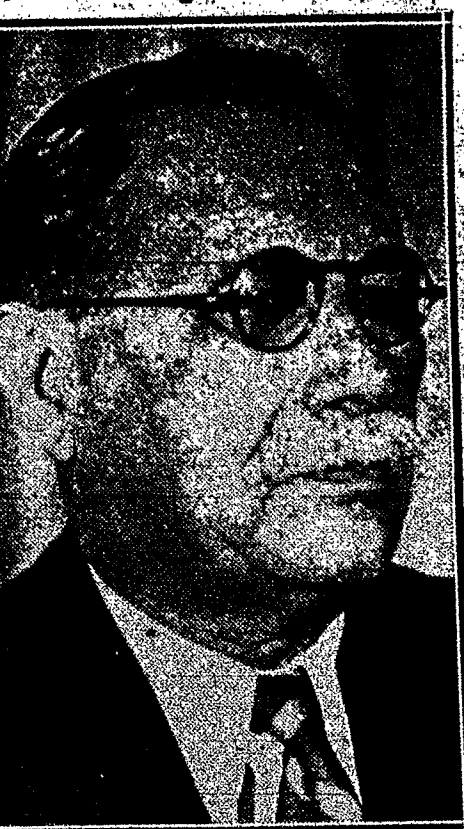
There was no city hall, but as far back as fifty years it was known the city had an office in the courthouse building—the first office to the right, ground floor, on entering. Here the city's business was transacted and

CONGRATULATIONS  
On Your Jubilee  
Anniversary

SUPERTANE GAS CO.

PHONE 73

Gas Appliances For Butane  
Or Natural Gas



W. L. BOURGEOIS, Commissioner of Finance

H. GRADY PERKINS, Commissioner Public Utilities

## CITY ATTORNEY



LUCIEN M. GEX

The City of Bay St. Louis acquired by contract, the Water Works System from Mr. Charles Sanger at a contracted price of \$33,049.99 on May 6th, 1922. Bonds in the sum of \$93,000.00 were issued in 1922 for the acquisition of the Water Works System, the construction of water pressure tower and reservoirs, laying all additional mains and making necessary improvements for the Water Works System.

The City of Bay Saint Louis, from what records are available here, never acquired title to the property upon which the water works units are located. The land mentioned at that time being in the name of the Board of Trustees of the Separate School District of Bay Saint Louis. The same being a part of the original property donated and dedicated to the City for school purposes by Capt. J. V. Toulme.

The present firemen are as follows: Frank Quintini, Joseph Scaffie, L. M. Telhiard.

The fireman on duty at the time of a fire is designated as the Chief. This premise houses both the waterworks and city fire department plants, located on property city-controlled back of Central High School, bounded on the north by Ulman avenue and on the south by Carroll avenue.

## City High-Central School.

A bronze tablet on the Bay High-Central School is self-explanatory, and gives the information regarding the school, with the exception of the cost of the original unit of the High-Central School.

Funds had been impounded in the sum of \$13,000, by a 5 mill general levy prior to the issuance of \$97,000 of bonds for the completion of the Central School. This makes a total cost to the City of approximately \$80,000.00.

The following are the members of the Board of Trustees of the Separate School District of Bay Saint Louis:

Dr. Jas. A. Evans, chairman; Mrs. C. C. McDonald, J. Roland Weston, John Damborino and W. J. Gex, Jr., members.

Bay-High Central is in reality two major schools and school buildings in one. Part is Central School, carrying the grades; the second high school up to 12th grade.

## Ward Schools.

The city has other schools. These are the Robt. W. Taylor School in Ward 1 and the Robert W. Webb School in Ward 4. The first was named for Alderman Robert W. Taylor and the latter for Robert W. Webb at one time mayor of the city.

One colored school, new building, modernly equipped like all others, is named for Valena C. Jones, Bay St. Louis native, and late wife of Bishop Robert E. Jones.

## City Adopts Commission Form.

In order to keep abreast with modern times the city of Bay St. Louis abandoned the mayor and alderman form of government, deeming it obsolete and inadequate to meet the needs of a fast growing city. Hence, the commission form

## of government on January 1, 1928.

The officials at the time of this adoption of form of government were Charles Traub, Sr., mayor; Ferdinand H. Egloff, commissioner of finance; Sylvan J. Ladner, commissioner of public utilities and city secretary.

## Present City Executives.

Present city executives are G. Y. Blaize, mayor; W. L. Bourgeois, commissioner of finance; H. Grady Perkins, commissioner of public utilities and secretary.

## Other Present City Officials.

Police Force.

W. T. Hobbs, chief; A. E. Saucier, day policeman; Edward Vainin and Julius Webb, night policemen; Bill Johnson, pound keeper.

## The City Democratic Executive Committee.

Chas. G. Moreau, chairman; J. W.

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## 50 YEARS IN RESTAURANT BUSINESS.

The name of Manieri has been a household word and popular with the visiting and traveling public for 50 years. Andrew (Dad) Manieri has been serving the public a half century satisfactorily. The kitchen in America. Visit it any time, says Mr. Manieri.

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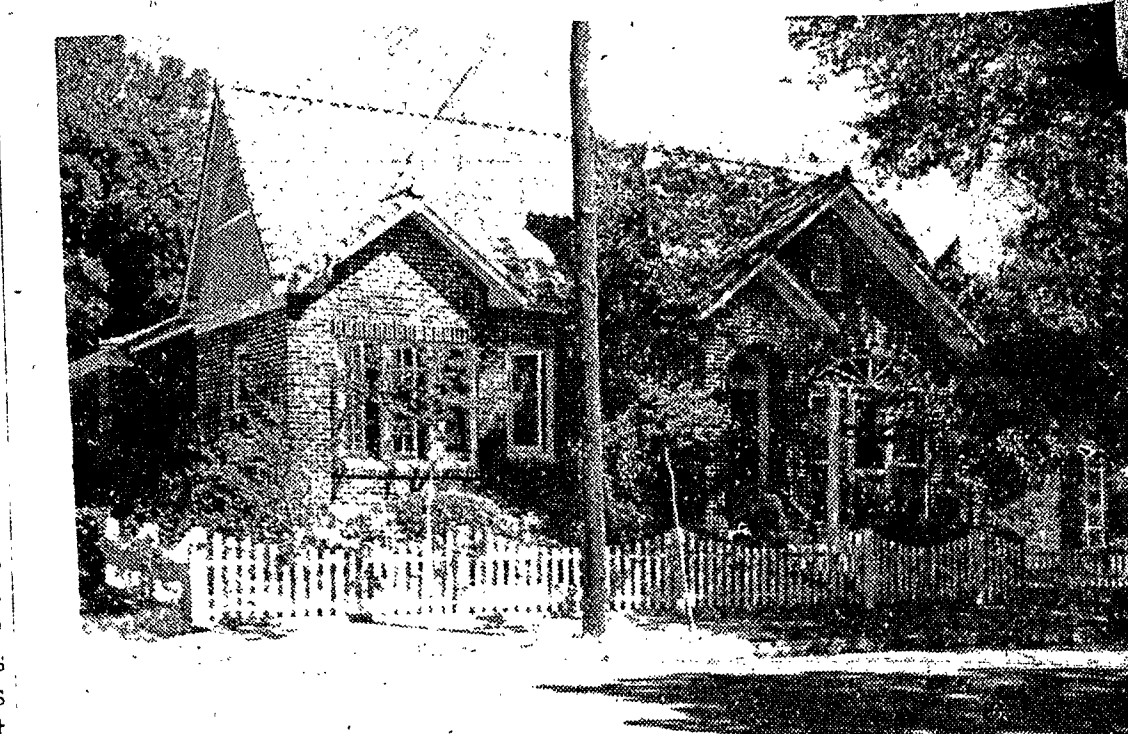
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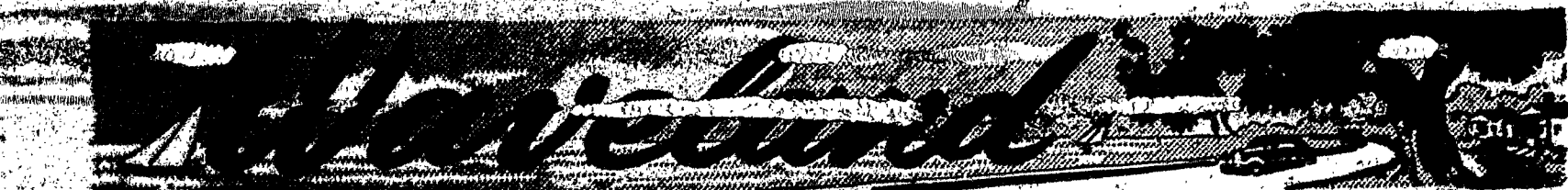


ENGLISH TYPE DWELLING OF ATTORNEY WALTER J. GEX, South Beach Boulevard



NEW DWELLING OF DR. AND MRS. MARION J. WOLFE, Carroll Avenue.





The municipality of Waveland, incorporated in 1922, is a most interesting subject. It is not the biggest town of towns as the term generally goes, but it is one of the most interesting and important municipalities to be found anywhere. Here people take their politics seriously. They hold municipal elections every four years and the campaign is one of intense interest. Voters, as they should, take a keen interest in the subject of who shall govern and administer to the wants and needs and routine of their town. This is of paramount interest.

As a result they elect men who give their attention to the town and make for it all that is possibly good.

#### Present Administration.

Thos. J. Bourgeois, native of Waveland, and son of the late Mr. and Mrs. J. Bourgeois, and a brother of

City Clerk and assessor, Frank Miller. Sanitary officer, Julian Favre. Attorneys, Gex & Gex. School Board—Arville Jenkins, Anthony Bourgeois, Mrs. K. H. Holderith, Mrs. James Russell.

#### Mayor Bourgeois Served Long While.

Mayor Thos. J. Bourgeois has a long record of years of service to his credit. When first elected in 1906 he served until 1922. He skipped four years when the late Hon. George T. Herlihy served as mayor. Mr. Herlihy was succeeded by the late Ed. G. Schwartz, who was elected and passed away while in office.

Hon. W. A. Mapp was elected to succeed Mayor Schwartz and served the remaining twenty months of the unexpired term.

Mayor Bourgeois

Under the present administration two miles of additional hardsurfacing has been accomplished on Nicholson avenue, and continuing on the back road joining Coleman avenue. Both St. Joseph and Bourgeois street



THOMAS J. BOURGEOIS, Mayor.

have also been hard surfaced. All paved streets from the beach out have been completed to the county line.

#### Large Area of Hardsurfacing.

It is safe to say no town of the size of Waveland has as many and hardsurfaced streets. This is the best kind of economy for it saves on the upkeep of the former shellroads, which at best, were only temporary and not satisfactory. Hardsurfacing streets cost money, and plenty of it. But Waveland is determined to have the best for its residents, visitors and tourists a well who travel over the town and enjoy one of the most charming scenery in America.

#### Most Charming Scenery in America.

At the intersection of Coleman and Jeff Davis avenues and in the vicinity of that section groups of pines and oaks combine to present an unforgettable picture. Nature has certainly lavished its charms on Waveland. And thus it is no wonder people are wont to make that part of the Mississippi Gulf Coast their home. Here is one of the most enchanting sections in America.

Waveland, "Land of the Waves," is neither old nor young. For while it has long been established as a summer resort and popular with the many all these years, it is ever new with the generations that come and go.

Summer residents along the Waveland beach date from generations back. It is somewhat traditional with New Orleans folks and with older Louisiana folk of other days to own a summer home on the Mississippi Gulf Coast.

#### Tradition and Antiques.

It is not surprising that some few years ago when antique collectors were scouring the coast for furniture and other things of days gone by, that the antique seeker would find some of the older and better things in homes back of Waveland and Bay St. Louis occupied by colored folk. It appears residents of years gone by furnished their summer homes with the best of tables, chairs and other pieces of furniture, and later giving it to servants and others who were glad to procure such things for nothing. As the years passed these objects, first brought by the wealth and aristocracy of New Orleans and the plantation folks from interior Louisiana, became rarer and their value grew by the fact none other of the kind could be found.

Many a table of mahogany and chair of rare pattern was found in humble dwelling and bought by the connoisseur for fifty cents or a dollar and sold, in comparative term, for fabulous sums.

Families whose names date back to the early days of settlement in Waveland.

land. Descendants have lost none of the old ways. The fitting thing to either visit or spend the summer in Waveland or in Bay St. Louis—along the beach, of course.

#### Waveland Woolen Mills.

Writing of the past, to which this Jubilee Edition of The Sea Coast Echo is especially dedicated, Waveland's biggest and outstanding industry was the Uman woolen mills, constructed and financed by the late Alfred Uman in the '80s.

Sheep raising and wool growing was quite a combined industry in that and adjoining sections. Sheep hereabouts need no other attention than the natural grazing land affords.

Located on Nicholson avenue, immediately west of the railroad tracks, the mills were constructed, and the writer as well as many other local readers well remember the vast frame building. Principal product was wool blankets; secondly, shawls. Large black and white plaided shawls in block pattern were popular. Manufactured of pure wool as far as possible to make the fabric hold, the shawls were comfortable and everlasting.

Opposite the street, was the commissary, in later years destroyed by fire, and there remains to this day remnants of the cottages that surrounded the mill on opposite side.

Jeff Davis avenue, one of Waveland's principal all-the-year-round residential streets, was opened to build homes for the mill workers. This is how Jeff Davis avenue was originally created.

#### Citizen Alfred Uman Was a Booster

Mr. Uman was an enterprising resident of the Bay-Waveland section. He was as much a booster and doer for one place as for the other. His father was mayor of Bay St. Louis at one time, and the old Uman home, "Rosedale," is well remembered as the dwelling of Judge Will T. McDonald, local attorney, and for years judge of the local circuit court, now residing in Memphis, Tenn., where Mayor Uman resided.

Alfred Uman was a most delightful personality. He died at a New Orleans hospital during the early '90s; his remains are at rest in the family vault, Cedar Rest cemetery, Bay St. Louis.

As stated elsewhere in this issue of The Echo, the mill was closed and after a long while sold; finally it was dismantled and the row of dwellings constructed on the site are of material thus salvaged. John Henry, contractor and builder of New Orleans, made the buy of the entire mill premises and built the cottages. They are spacious, comfortable and attractive and add to that section of residential Waveland.

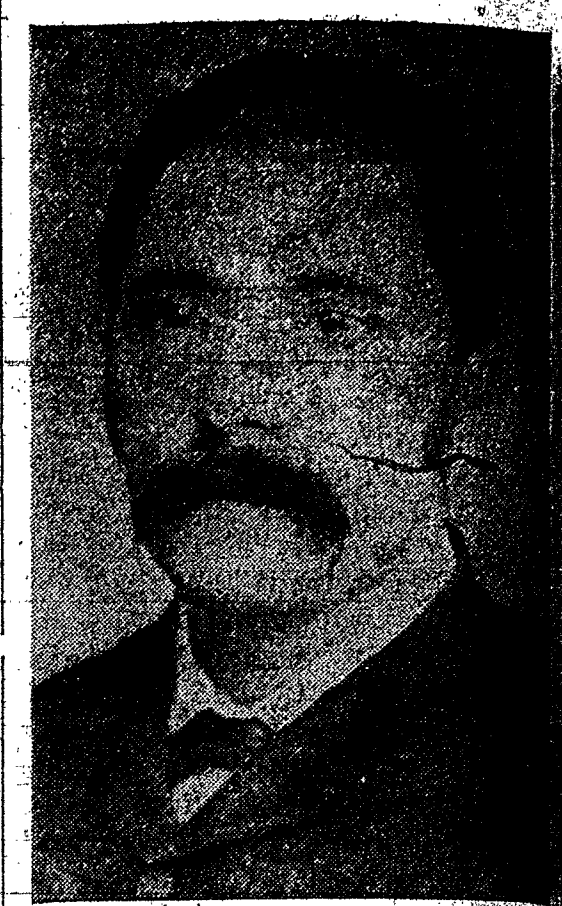
#### Unequaled Facilities.

While Waveland and vicinity is strictly a residential center, due to elevation of land, artesian drinking water, school and general salubrity of the Coast, section, and its close proximity to the city of New Orleans—closer than any of the larger Coast center, and the friendliness and general hospitality of its people, it offers unequal advantages for industry.

It has both railroad and water facilities for transportation and is located on a general highway to the coast. It has stores to provide for its people; thus able to satisfy daily need; there is little need to go out of town or to go away for anything that might be wanted.

Its administration is thorough, runs along economic and progressive lines; has a fine town hall and (Continued on next page)

#### TOOK ACTIVE PART IN CITY AFFAIRS DURING HALF CENTURY



LOUIS SPOTORINO

During the period of the past forty years he was active in the business affairs of the city. Louis Spotorino, father of the Spotorino family now residing here.

He was born in New Orleans during 1854, son of L. Spotorino, engaged in the mercantile business. He passed away April 1, 1904, aged 49 years.

Mr. Spotorino served as a member of the city council and was one of the organizers of the Merchants Bank and served on its board of directors.

He was engaged in the mercantile business, residing in Bay St. Louis practically all his life. He was married to Miss Mathilde Olivari, their children Mrs. (Mayor) G. Y. Blaize, Mrs. Eugene Spotorino, Miss Carmel Spotorino and Mr. L. N. C. Spotorino of Bay St. Louis; Bartholomew Spotorino, of Memphis; Mrs. Adele Bordon, Mrs. Mercedes Firmat, Marksville, and Mrs. Judith Bordon of Bordenville, La., and Mr. Umberto Spotorino of Marksville, La. John Spotorino, recently deceased.

Mr. Spotorino resided for years at a dwelling on the site of the Mayray store, that was built in 1820. General Shields, who resided there and after whom Shieldsboro (Bay St. Louis) was named and for Roger.

His uncle, Manuel Garibaldi, preceded him in the mercantile business, and was one of the leading lights here.

It offers unequal advantages for industry.

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#### FAMED PHYSICIAN AND SURGEON WHO LIVED IN BAY CITY



DR. ROGER de MONTLUZIN

A son of the late Louis de Montluzin, who was a member of the parish, La., July 19, 1883, died in Bay St. Louis January 16, 1914, spending the major portion of his life Bay St. Louis.

Bay St. Louis had no resident more thought of and whose skill and kindred in the mercantile business. He was noted for his gifted skill and talent, a man imbued with his profession and who practiced truly for the alleviation of ailment and sufferings of mankind.

Dr. de Montluzin resided in New Orleans after leaving Baton Rouge, La., seeking a larger field. Here he had a wide and extensive practice. Later, by reason of overwork, his health became impaired and he spent the last years "back home" in Bay St. Louis, the people he loved so well and the place he was wont to call home.

He was a great citizen. Never seeking public office, he took an avid interest in politics, always seeking that the best man to serve the greater number of people.

His passing was a distinct loss and although long gone, his absence is still felt by many of the older residents, who affectionately referred to him in the French language, as Doc Roger.

#### WAVELAND (Cont'd)

brick school building, the latter offering all grammar grades, with high school in Bay St. Louis that is adjacent.

Driveways are numerous. The beach drive cannot be surpassed, and is connected with the beach drive along the entire Mississippi Gulf Coast, connecting with New Orleans to the west and Mobile on the east. Salt sea water bathing is recommended for its healthfulness to those who would seek health and recreation as well. Waveland is a favorite resort for thousands from New Orleans who every season seek the shores of the Gulf here and spend the heated term, to say nothing of periodical visits during the winter.

Waveland a Residential Center.

As best evidence that Waveland is a residential center—and that it is proven as the best place in which to live, is marked by the large number of residences that have been constructed the past two or three years. This record is phenomenal. Just now number of dwellings are in progress.

#### MEN AND WOMEN OF TALENT WHO HAVE SERVED THE ECHO

As Writers—Contributors of Sketches, Special Articles And News.

Reviewing the files of The Sea Coast Echo over a period of fifty years one finds much that is of interest even to this date. There is much to note and vast information revealed.

There were a number of writers on the staff of the Echo. It has been said that during the past few years that no time has there been an absence of one or more buildings going up.

This is fact and we vouch for the statement. Waveland is noted for its lovely villas that dot the beach line, homes that are the last word in comfort and luxury. Some less pretentious are just as comfortable as others and no less valuable. Real estate holds value, yet one can always find a site at reasonable figures for the building of a home.

#### Where The Retired Man Lives.

Many families live in Waveland after retirement from business. This is true with many a retired business man from New Orleans. The village life is alluring, restful and tends to prolong life.

There is always plenty to do in the pastime. Fishing is excellent practically the year round; flower and vegetable garden, offers profit and pleasure and the raising of poultry is a pursuit that is fascinating, keeps one busy and engages interest.

In addition, with New Orleans so close, it is no task to jump into one's car and to motor to the big city either for the day or for a short while.

Who could be lonesome here in a paradise of all that man desires after the flush of earlier years has subsided in measure as to make no look for recreation, quiet and peace?

#### Offers Opportunities Aplenty.

Waveland offers many opportunities to the home seeker, no matter how humble he may be or how limited his purse. It also offers much in life to the man or woman who may have lots of this world's goods yet would seek sanctuary in a haven-like resort like Waveland. Well may this section be termed a summer and winter resort—the equable climate all the year round makes it doubly desirable.

#### Where Health Abounds—Popular Resort.

Well can it be recommended as a health resort. Many people reside here solely for their health and many have been cured of ailments that seemingly responded to nothing else but this delightful climate. It has curative powers and appeal to children and the aged for the extremely mild winters and the coolness of summer. The Gulf stream furnishes a warmth during the winter that is desirable. In the summer cooling breezes from the gulf prove enervating and invigorating to say nothing of keeping one cool.

Waveland is nestled among groups of pines and oaks that create a picture soothing to the eye and appealing to one's sense of beauty. There is nothing more refreshing to the mind, spirit and senses than such natural beauty as Waveland offers. A picture, a new perspective on every side. One sees beauty at every angle. Nature has been lavish here, and might one say, partial with its gifts?

Mr. and Mrs. Drake reside in their own home on Uman avenue. Both take a most active part in church and social work, and their sincerity of purpose and consistency in endeavor has well won for them the high recognition they enjoy at the hands of their fellowmen and the community in general.

The Sea Coast Echo from time to time. One of the first and the most prolific was Harry Stuart Saucier, native and son of one of the oldest and leading families of this section.

Young Mr. Saucier possessed a great taste for writing and from time to time contributed to the paper in more ways than one.

His first articles were a series of letters, signed Rueben Pittfork, a country boy supposed to be visiting Bay St. Louis from time to time. The

#### MAYOR AND FIRST LADY OF THE CITY



HON. AND MRS. G. Y. BLAIZE

letters were humorous and carried a local flavor that made them doubly interesting.

Then a series of letters followed in which Mr. Saucier, writing over the name of Jacques Pistache, initiated the patrol of the backwoods Creole. These were screamingly funny and every week readers of the paper looked forward to see what Jacques Pistache had to say; who he was criticizing and on who he was "telling tales out of school." These letters had a long and successful run.

This was followed in later years by a series of articles, signed Fuller Bull, and from the signature it is easy to imagine the style and type of letters. As a souvenir of these letters, The Sea Coast Echo publishes in this Jubilee Souvenir Number specimens of Jacques Pistache and Fuller Bull's writing. The letters are written in Mr. Saucier's inimitable style of old. They are original and created for this edition.

Gertrude Coward Penny.

Gertrude Coward, who later became Mrs. Penny, wrote regularly for The Sea Coast Echo a number of years. Her articles were principally legends and other stories when the Indians (the Choctaws) inhabited Bay St. Louis when it was known as "Chicaphoula," meaning bad grass. Mrs. Penny's father, Jesse Coward, and uncle, Alfred Coward, pioneer citizens, told her these tales to be able to write smoothly and not at length, saying much in little, she wrote weekly after week. The old files of The Echo carry the Indian stories, as told to her, and proved a valuable contribution. Mrs. Penny also wrote articles for the paper.

She passed away a year after her marriage and a daughter survives, residing presumably in New Orleans. A contemporary of Mrs. Penny, was Miss Lella M. Evans, who wrote for the other newspaper here at the time. Her articles were interesting short stories of engaging fiction. She signed her articles Pandora, and under this nom de plume turned out many articles. Finally she wrote a book, which was published, and the scenes were all laid in Bay St. Louis.

Others have written for the Echo from time to time, but these were occasional and not as permanent and regularly as the aforementioned.

Prof. James E. Givens, of the Mountain College, Miss., has contributed for the past number of years poems of merit on occasion of days and events. He is a real poet and for this particular number of The Echo has written a special poem.

Miss Nannie-Maves Crump of Vassar College, a professional newspaper woman, edited the local columns of The Echo for a number of years, and her work was noted for accuracy and versatility. Miss Crump could write on any subject. Her news articles were accurate and terse, always saying the fullest meaning in the shortest number of words.

Miss Crump continued as a paid member of the staff of The Sea Coast Echo for a number of years. Residing at Gulfport she was a member of the staff of the Daily Herald and wrote feature articles for national syndicates.

Miss Crump a few years ago moved to Washington, D. C., with her mother, where she holds a lucrative position. Her position on The Echo later was filled by Mrs. George F. Stevenson, who holds the position today of news reporter and society editor, a position which she holds to the general satisfaction of the publisher. Like the true newspaper individual she is always on the alert and willing to do.

This article would be far from complete if the name of the late Mrs. Annie E. Avery was omitted. A born newspaper woman, one who could write of anything from a horse race, prize fight to a society wedding, contributed liberally to The Echo during the Nineties. Her column, entitled Bay St. Louis when it was known as "Chicaphoula," meaning bad grass, Mrs. Penny's father, Jesse Coward, and uncle, Alfred Coward, pioneer citizens, told her these tales to be able to write smoothly and not at length, saying much in little, she wrote weekly after week. The old files of The Echo carry the Indian stories, as told to her, and proved a valuable contribution. Mrs. Penny also wrote articles for the paper.

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The Echo, by invitation. Her sudden illness terminated in her passing. She was an aunt of Alphonse J. Evans and the Misses Lella and Diana Evans now residing at Gulfport. Truly a brilliant woman and, like Mrs. Penny her passing was untimely.

Interesting articles on public issues were written from time to time by the late Julian A. Mauffray, an uncle of Mrs. Jos. O. Mauffray of Bay St. Louis, and who represented Hancock county in the Mississippi Legislature. His ability to write and his comments on public issues stamped him as above the ordinary. Modest, he always wrote over a nom de plume. But close observers of smooth writing—good English and clear thinking always recognized the products of the pen of Mr. Mauffray, now deceased.

In later years Mr. John T. Meyers, connected with the press of San Antonio, Texas, (Hearst) for a number of years wrote a front page column for The Echo, entitled "Where the West Begins." This series was not only interesting but informative. His style of writing was crisp and delightful. This series ran for possibly five years or more, when press of his journalistic duties made it impossible to continue. His mother and her family resided at Waveland for quite a number of years.

Nannie-Maves Crump

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#### WAVELAND'S NEW PUBLIC SCHOOL BUILDING.

City Commissioner W. L. Bourgeois, of Bay St. Louis, is mayor. And has served in that capacity for several terms. His repeated election is not only a compliment but a commendation of his ability and integrity.

It is not amiss here to say Mayor Bourgeois married the former Miss Jennie Ladner and they are the parents of twelve children, all adults. One, however, met tragic death in New Orleans only a few years ago.

#### Administrative Heads of Town.

For the sake of record, when this might be read again fifty years from now, when this newspaper will be celebrating its centenary, is the full roster of town executives and other officers:

Town Officials—Thos. J. Bourgeois, mayor; Alderman Ward 1, Wm. H. Rühr; alderman, Ward 2, Sylvaneous Moran; alderman Ward 3, John S. Bourgeois; alderman, Ward 4, C. C. Hava.

Treasurer, Mrs. Ernest Bourgeois. Marshal and tax-collector, Harold Zimmerman.

Street Commissioner, John J. Boudages.

ed in 1938, and has served ever since, a position, as chief magistrate he seems to be peculiarly and admirably fitted to fill.

His hobby is education and the building of more and better streets for Waveland.

He built the present city hall in 1906, and in 1908 gave Waveland its first city hall, all paid for out of regular funds.

#### Under Herlihy Administration.

The present handsome brick school building was constructed under the administration of the late Mayor George T. Herlihy. That was in 1920, and at a contract cost of \$12,500.

#### Schools of Waveland.

The last bond for this school building was paid this year.

Both the white and colored schools of Waveland are splendidly administered to and both enjoy a high rating for quality and thoroughness of work, both with large enrollments.

In addition to education being a hobby of Mayor Bourgeois, which is joined by his associates fully 100 per cent, he is a booster for better streets.

**L. A. De MONTLUZIN SON**

ESTABLISHED 1878

Registered Pharmacists

RENE De MONTLUZIN, JR.  
Miss. Reg. 597

RENE De MONTLUZIN, JR.  
Miss. Reg. R1988  
La. Reg. 3830

**PRESCRIPTIONS**

DRUGS — CHEMICALS — BIOLOGICALS

... DRUGGISTS' SUNDRIES ...

AGENTS FOR:

**Yardley & Old American Spice Toiletries**

"SERVING THE GULF COAST FOR OVER 60 YEARS"

Bay St. Louis, Mississippi

...Sincere Good Wishes...

On the Achievement of Fifty Years of Service to the

Readers of Hancock County

...Radio & Electric Service...

GEORGE F. STEVENSON, Owner.

Radios, Frigidaires, Electric and Gas

Appliances and Service.

House Wiring and Floor Finishing

...Sincere Good Wishes...

On the Achievement of Fifty Years of Service to the







# Hancock County

BECAUSE of its location, on the Mississippi Gulf Coast, and in the extreme southwest corner of Mississippi, adjacent to Louisiana, where Pearl River forms the dividing line, Hancock is one of the most desirable counties in which to live. Bounded on the east by Jordan river and on the south by waters of the Gulf of Mexico.

On the coast line there is an abundant supply of oysters and salt water fish of all kinds, shrimp and crabs, and the present has only to put out a line, get and abundant meal is quickly acquired with no effort. On the contrary, it is a pleasure.

Over 11 Miles Hardwooded Roads.

Hancock county has excellent highways and roadways. There are 8 1/2 miles of paved roadways in the county, divided as follows:

57 miles in the county (rural section), 11 miles along the beach way, 8 miles in Waveland and 22 1/2 miles in the city of Bay St. Louis.

to visitors and tourists who go thru this section annually by the hundreds of thousands.

Bay St. Louis is the county seat and here is located the courthouse, as a public building the pride of the county. It was built at a cost of only \$25,000 and could not be duplicated today for four times that amount, aside from the additions.

The corner stone carries the following inscription, which speaks for itself:

BOARD OF SUPERVISORS  
H. S. WESTON President  
S. J. CRAFT J. E. SMITH  
T. J. McARTHUR L. S. BOURGEOIS  
A. J. CARVER Sheriff  
E. H. Hoffmann Clerk of Courts  
Keenan & Weiss Architects  
JOHN HENRY Superintendent  
JEFF BROS. CONTRACTING CO., Builders.

## HANCOCK COUNTY SHERIFF



HORACE L. KERGOSIEN

H. W. Stockstill; 3rd district J. W. Turner; O. A. Mitchell; 4th district, G. T. Mitchell, J. C. Mauffray; 5th district J. E. Saucier; O. K. Oldins; Constables: 1st district, J. W. Leonard; 2nd district, J. L. Herring; 3rd district, Early Smith; 4th district, John Parker; 5th district, Alphonso Fayard.

### Principal State Officers.

When The Echo was launched in 1892 principal state officers were as follows:

John M. Stone, governor; M. M. Evans, lieutenant-governor; Geo. M. Govan, secretary of state; W. W. Stone, auditor of public accounts; J. J. Evans, treasurer; T. M. Miller, attorney general; J. R. Preston, superintendent of education; Wirt Adams, revenue agent; Judges of the Supreme Court during this administration (1892) were J. A. P. Campbell, T. E. Cooper, Thos. H. Woods. United States Senators were E. C. Walthall and J. Z. George. Members of Congress representing districts in order named: Jno. M. Allen, J. C. Kyle, T. C. Catchings, Clarke Lewis, J. H. Beeman, T. R. Stockdale, Charles E. Hooker.

### Present Day Officers:

Circuit and chancery clerk, A. G. Favre; sheriff and tax-collector, Horace L. Kergosien; county superintendent of education, Kenneth G. McCarty; county attorney, D. M. Russell.

### In the Year 1892

When The Echo was launched January 9, 1892, the courthouse building was two-story frame building, a box-looking affair. In later years it was thoroughly remodeled and revamped and its square shingled roof was replaced by pointed gables and ornamental trimmings the vogue of that day.

Later it was still the old courthouse revamped and roof remodeled, a fire-trap, and entirely too small. It was then the Board decided to build the present handsome and substantial building as the picture in this edition of The Echo shows.

Here is a complete and official list of officers whose term began in January, 1892:

Senator, Hancock-Harrison-Jackson, H. Bloomfield; Representative, J. A. Mauffray; chancery and circuit clerk, E. H. Hoffmann; sheriff, J. F. Cazeneuve; treasurer, H. J. Willis; assessor, F. C. Bordages; surveyor, Thomas Walters; coroner and ranger, W. J. Gallups; superintendent of education, A. G. Stevenson; board of supervisors: 1st district, Joseph A. Favre; 2nd district, W. H. Slayden; 3rd district, J. L. Megehee; 4th district, P. J. Mauffray; 5th district, Felix B. Saucier.

Justices of the Peace: 1st district, Henry Carre, M. Geiger; 2nd district,

## HANCOCK COUNTY CLERK OF COURTS



A. G. FAVRE

Jr., tax-assessor, George L. Cuevas; chief deputy sheriff and tax-collector, Francis J. Bopp; coroner, George Heitzmann.

### Representative from Hancock county, Otho Rester.

Board of Supervisors: Beat 1, Charles B. Murphy, president; Beat 2, John B. Wheat; Beat 3, Calvin Shaw; Beat 4, Lander Neale; Beat 5, Ed. P. Ortie.

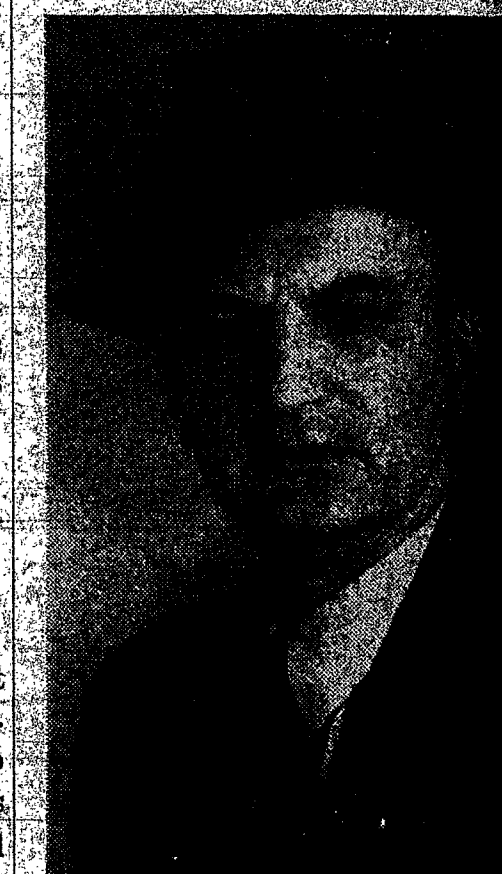
A story of the resources and advantages of Hancock county appears on the back (outside) cover of this publication.

### RANKS AS ONE OF THE BEST.

(West Point Leader)

Congratulations to the Sea Coast Echo, Bay St. Louis, on the occasion of its fiftieth birthday. The Echo was established in 1892 by Charles G. Moreau, its present publisher, and still ranks as one of the State's best weeklies.

## CHIEF DEPUTY SHERIFF OF HANCOCK COUNTY



FRANCIS J. BOPP

## THIS GROUP RAISED \$30,000 IN ONE DAY FOR CATHOLIC CHURCH



This group was photographed standing in front of the church of Our Lady of the Gulf Catholic Church, that on one Sunday solicited cash and pledges in aid of \$30,000 to help raise debt on church, soon after the arrival of the Very Rev. Father A. J. Gmelch, who was present for the picture:

1st row top left to right: H. C. Glover, Frank Green, Geo. Hoffman, E. J. Giering, A. R. Hart, P. Loiacano, Geo. V. Scheib, Asa Fayard, H. T. Fayard, Sr., Sam Piazza, Alvin Weinberg, Arthur A. Scaffide, E. J. Arceneaux, Aug. Schiro, Gaspar Maurigi. Bottom row, left to right: Ernest J. Leonard, Mrs. Kate Conner, Mrs. G. Y. Blaize, Mrs. Edith Favre, Very Rev. A. J. Gmelch, Miss Elsie Spurl, Miss Pearl Fahey, Mrs. Claud Monti, Jos. Mauffray.

## SAINT STANISLAUS FORGES TO FOREFRONT IN MODERN EDUCATION

Venerable Boarding School Weathers Hard Times to Rise Anew—Student Body Now Numbers Over Three Hundred—Twelve States and Nine Countries Represented—Bro. Peter, President, a Dynamic Force.

SAINT STANISLAUS, pride of Bay St. Louis, stands today in the forefront of modern education. Many educational institutions of the old South were forced to close their doors during the lean years of the early part of the past decade never to reopen. But the loyalty of the patrons of Saint Stanislaus, together with the self-sacrificing efforts of the men who came to the aid of the venerable institution, not only survived, but has risen to new heights of attainment.

Brother William assumed the direction of Saint Stanislaus in 1932. The following year saw the Bank Holiday, and the result was an immense falling off of the student body in September, 1933. In spite of the disheartening conditions, Brother William and his confreres had faith in the future and proceeded to have the school recognized by the Southern Association of Colleges and Secondary Schools, the accrediting agency for the Southern States. This was accomplished in 1934, and Saint Stanislaus took its place among the recognized leaders of Southern education. The school slowly increased in numbers up until 1938, when Brother Peter returned to assume its direction. Brother Peter had devoted his services in one capacity or another for a quarter of a century, and

through the spell of his name the student population that year took a great surge forward, and it has maintained its high level of numbers during the four sessions of Brother Peter's incumbency.

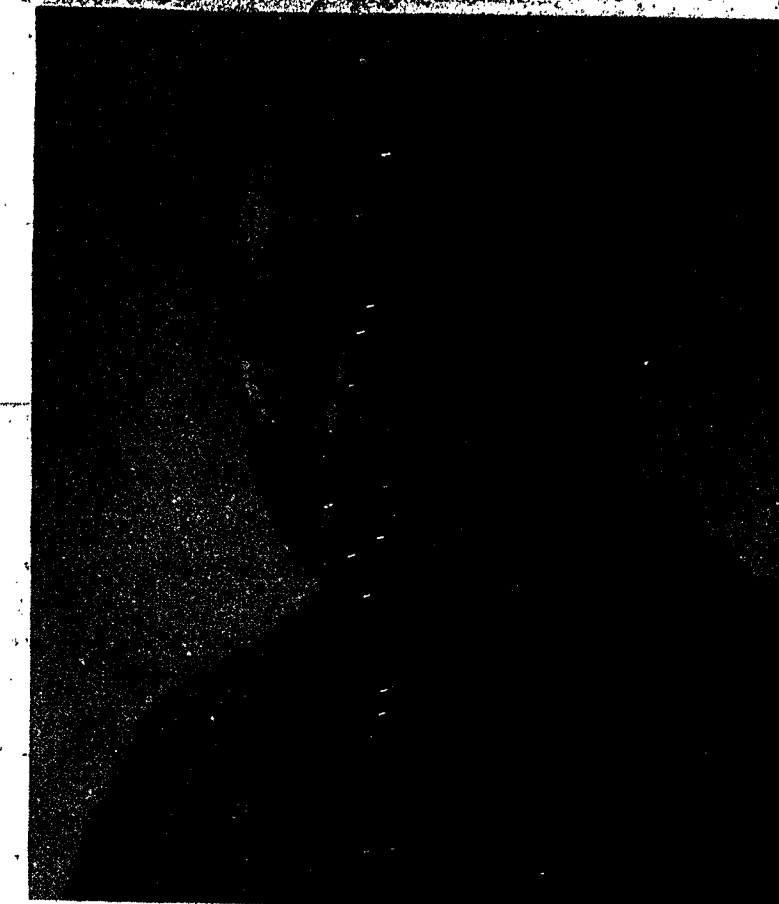
Brother Peter embarked upon a project of beautification of the grounds. The front lawns were renewed and two immense rose gardens were made, one on each side of the building. There are more than sixteen hundred bushes of the most beautiful varieties. The sandy campus in the back of the buildings was transformed into a spacious lawn, buildings were painted, and a great change was made in the appearance of the buildings and grounds.

Saint Stanislaus now has a student body numbering over three hundred, of whom nearly two hundred are in the high school department. The two curricula, scientific and commercial, are retained, and each year sees a new group of young men prepared for further studies in College or for positions in the business world leave its doors.

The student body has representatives from twelve States and nine foreign countries. It is doing its share in the fostering of good will among the Spanish-American countries by accepting a certain number of boys from these regions and giving them a thorough rounding in the English language and the principles of Democracy.

Besides maintaining a high scholastic rating, Saint Stanislaus has always stood for wholesome athletics, and its teams are powers in any contest in which it engages.

## PRESIDENT AND VICE-PRESIDENT—SAINT STANISLAUS



REV. BROTHER PETER, S. C.



REV. BROTHER ALEXIS, S. C.

### CARROLL AVENUE

### PRESENT PERSONALITIES GENERATIONS.



WALTER J. GEX, III, HARTWELL AND GAYNELL. Interesting trio—Children of Mr. and Mrs. Walter J. Gex, Bay St. Louis, Miss.

# SOUTHERN PINE

—mainspring of  
*Mississippi Industry*

TURN back the pages fifty years to 1892. History was in the making. In January of that year the first issue of THE SEA COAST ECHO was printed—about the same time the manufacture of Southern Pine developed into one of the South's leading industries.

Mississippi is blessed with vast forest areas. The lumber and timber products from these have furnished more employment—more wages—more taxes than any other industry in the state.

Conservation of this valuable resource is every citizen's responsibility. Lumbermen, in growing numbers, now practice good forestry to perpetuate this important industry. Southern Pine—like rotating crops—are renewable, thanks to Mississippi's ideal climate and excellent soil.

Wood-lot owners can co-operate by insisting that below-age and below-size timber be left standing to develop into strong, healthy trees to serve future generations.

**SOUTHERN PINE ASSOCIATION**  
CANAL BUILDING NEW ORLEANS



HANCOCK COUNTY COURT HOUSE

mediate city of Bay St. Louis 5 1/2 miles.

This is due to the vision and enterprise of the Board of Supervisors, Town of Waveland and City of Bay St. Louis. Better roads mean for bringing of communities in closer proximity, little or no wear and tear to auto and trucks, and an invitation

## HANCOCK COUNTY ASSESSOR.



GEORGE L. CUEVAS



## Christ Episcopal Church, N. Beach

Christ Episcopal Church owes its history to the fact that it was built on the corner of Beach and Front streets, now the property and home of Robert L. Gex. There was no corner then. That was in the fall of 1893.

Location somewhat remote and not sufficiently central in order parishioners may attend services with convenience since automobiles were not plentiful at that time, the present location, corner Front Boulevard and Carroll avenue was purchased from Walter J. Gex Sr. and Chas. G. Moreau, joint owners, in 1904. When it was soon moved on rollers, some three miles distant, by way of Dunbar avenue. The original lot purchased was fifty feet front by one hundred feet deep, the owners, however, after the sale made a donation to the church of 50 additional feet. It is on this extra land the present parish house was built.

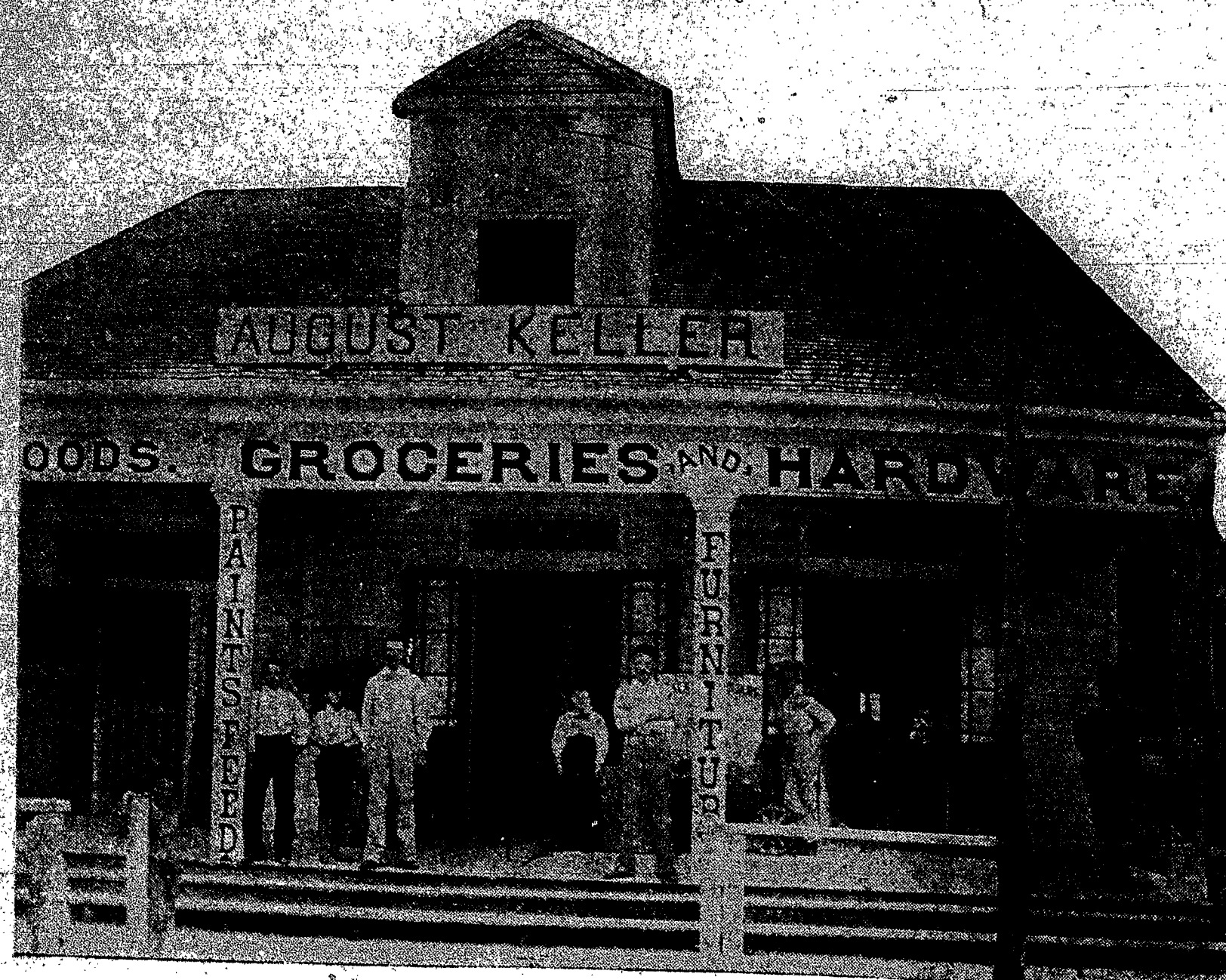
Christ Episcopal church had its inception when Miss Hattie Crowell conducted a day school at her home at Cedar Point (adjoining the present Geo. E. Pitcher home). One day she asked her class who was Jehovah and to her consternation no one could answer. She resolved then there should be a church and in her residence such services were held from time to time until the church was built nearby. However, before the church was built the first regular religious services were held in Elmwood, the then Leonard estate. Mr. and Mrs. Louis Leonard were not of the faith, but broadminded they offered to give a piece of land for the building of the proposed church. But this offer was not embraced, it appears.

Rev. Nelson Ayres, a worker on the old Picayune, was rector of Grace Episcopal Church on Nicholson avenue and held services at the new church from time to time.

The first wedding ceremony held in the new church, (still the present original building) was that of Mr. W. W. Jenkins and Miss Paula von Gohren. That was in 1891, the building not quite completed. This was a beautiful wedding and is remembered by many of today. The month of November it was a Chrysanthemum wedding.

Vestrymen at that time were Judge Aiken, Charles Coward, Dr. L. H. von Gohren, L. H. von Gohren, Jr. Its rector today is the Rev. Warwick Aiken, of Pass Christian, under whose administration the church and parish have grown and the expansion continues. It is one of the prominent churches of Bay St. Louis. Grace Church on Nicholson avenue, after the Rev. Nelson Ayres moved away, was finally closed and sold to the late Judge Laizer who converted it into a dwelling. Later this was destroyed by fire.

## A BAY ST. LOUIS LANDMARK OF HAPPY AND PROSPEROUS DAYS IN THE 80s AND 90s.



In the 80s and 90s the business section of Bay St. Louis was located on the beach front, head of Washington street, in addition to the head of Main street. One of the landmarks of that section was the Blue Store, mercantile establishment, owned and operated by August Kellar, who became mayor of the city. The building was painted blue and did an enormous business, principally on week-ends with the country folks who came to town on Saturdays. On the extreme right of the picture with derby hat, is Mr. Kellar. The second gentleman is Ladner, deceased, a brother of Judge Alcide Ladner of today. The third young man from left is Aristide.

Fire destroyed the Blue Store and a brick building took its place for the same business, which later was liquidated. Since then property has been best known as Uncle Charlie's Night Club. Today it is Ortle's Theatre. Many folks of today remember Mr. Kellar and his justly famous Blue Store.

## OTHER DAYS IN AND AROUND THE L. &amp; N. R. DEPOT

## Restaurant in Depot Building—Fried Oysters and Fish—The White Line—Exit Horse. And Surrey.

It was during the 80s all through trains over the L. & N. Railroad stopped at Bay St. Louis depot long enough to accommodate passengers sufficient time to alight, twenty minutes, for meals.

A full-fledged restaurant was operated in the spacious depot building. A handsome, two-story frame structure destroyed by fire in recent years and the immediate predecessor to the present handsome and substantial building of today—easily the handsomest and better railroad depot building on the Gulf Coast. Well nigh the entire Coast town was larger than Bay St. Louis.

## Sounding the "Gong" For Dinner.

A colored man, attired as a chef, would appear on the arrival of trains and vigorously beat a dish pan, calling attention to "dinner was served." And the meals were delicious and ample. As a child the writer, then a visitor, well remembers the delicious ham sandwiches served. They were 10 cents, thin as a dime, but nevertheless delicious.

## Dining Car Displaces Restaurant.

The advent of the dining car followed during the later years and the wayside dining room was abolished. The dining car had thus ruled out all wayside railroad dining rooms, save along the Santa Fe Route out west, principally from Chicago to the Pacific Coast. These, existing today, are remnants of the famous "Fred Harvey Meals." While a number of these railroad eating houses exist, the dining car is in vogue on all crack trains to the Pacific. The memory of a recent visit to Casa del Desierto, in Arizona, near the California dividing line, still lingers. It is reminiscent of Bay St. Louis, only the building destroyed by fire.

## ing on that style of architecture typical of the glorious west.

Fried Oyster and Fried Fish Sandwiches.

Many of our residents of today will remember vividly the dining room at the L. & N. depot. After it was closed, displaced by the dining car service, the "fried oyster" and "fresh fish" sandwich vendors made their appearance and for many years flourished. Bay St. Louis was well known by through passengers for the vendors of the seafood sandwiches.

## Bay St. Louis Sandwich An Institution.

Thus, too, have passed, save one or two, possibly two (Laurent and Choina) the depot sandwich vendors. The number is small, but to this day they ply their trade each day. Their sandwiches are delicious, and many a traveler would rather wait and get a meal on the depot in order to be able to bite into a Bay St. Louis seafood sandwich. Stranger to say, as well as this particular trade flourished in Bay St. Louis, it was used in other sections of the Coast and used it.

## The Public Hack and Later the Taxi.

These are all institutions of Bay St. Louis of other days. The public hack or cab, today called taxi drivers, were numerous. The hacks (or cabs) met every train by day, night, rain or shine. Possibly some forty or fifty. The drivers, or these conveyances were eager for trade. Competition ran high, and each driver worked on the salesmanship of giving the more service, by personal accommodation and doing as many errands, incidentally, as possible or wanted.

A traveler had not set foot on Bay St. Louis soil before he or she were taken in charge, bag, baggage and all, and towed away to the conveyance awaiting at a spot nearby. It was all done in the twinkling of an eye. Some instance a party was taken by one driver while another had gone in a different direction with the victim's baggage.

## The "White Line" on Depot Platform

Finally, this enthusiasm and ambition for trade proved obstructive—an annoyance to travelers, and the

## AT HOME IN THEIR FAMOUS PECAN GROVE

MR. AND MRS. ROBT. L. CAMORS.



MR. AND MRS. ROBT. L. CAMORS.

Board of Mayor and Aldermen necessity passed an ordinance, it unlawful for the driver public conveyance seeking trains to cross the "white line" ed on the depot platform worked splendidly. It put a on the blitzkrieg.

## Result of Advent of Automobile

The advent of the automobile nearly everybody had one of or a friend had one, made into the public conveyance trade, though the hackmen had chased automobiles and put into service, the private owner overwhelmed the others and business of the hackmen and the taxi driver were gradually to surrender to the new things. A public hackman to the sense of that other years, certainly be a rare avis today.

Number of taxi drivers might be counted on the first one hand. So it is with the years. Time changes a change with time. Customs and old ones give way to the new.

But with all the changes, recent will ever be the ham and the fried oysters and fried fish, which. And not forgetting the crab. These, too, still survive in small number. It had all died down to only a cherished memory.

And the man at the elbow calls attention to the when he was a boy and sold the camellias to travelers on the trains from the North. Magnolia blossoms, too, sold well at the time. It was all a profitable trade, possibly bigger and other things those away today who might be dars at the train.

One of the outstanding delish days around the L. & N. Depot during the period of fifty years ago, Sunday and Wednesday excursion trains—from New Orleans Ocean Springs. Frequently on days, at the peak of the season, there were four sections to a train. Wednesdays—two.

Meeting the excursion train morning and evening was the one big traction of the summer season, evening the railroad depot served a promenade to thousands. There were people coming and going, and the aggregate was added all the by the resident population.

Today, due to the invasion of automobile, much, if not nearly of this business has been displaced. There are no more Wednesday excursions, and only one section on Sundays. Reduction in price of ular train fare has contributed largely to the reduction of travel on excursion.

The excursions always attract somewhere to go. In fact, there no other place to congregate or on Sunday evenings. It was down the road.

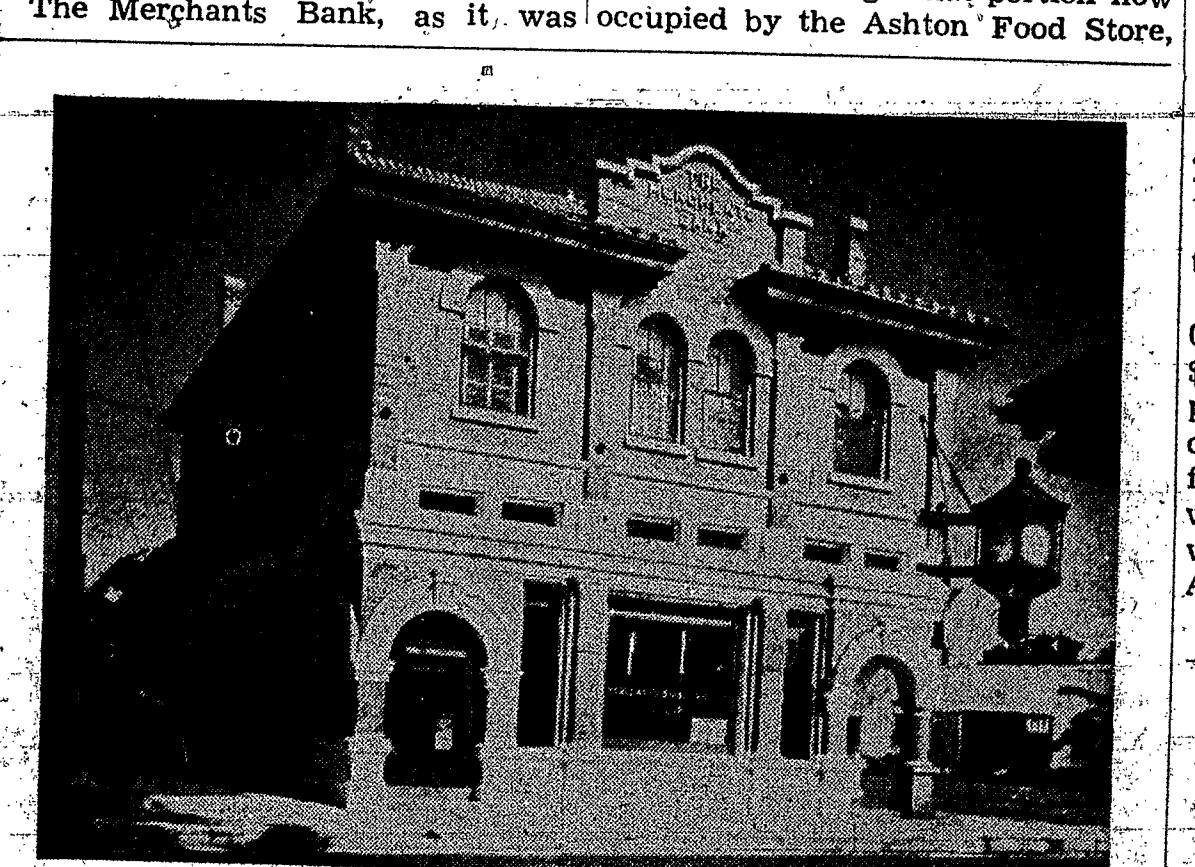
## MERCHANTS BANK AND TRUST COMPANY HAS HISTORY OF SUCCESS

Was Originally Evolved From a Casual Conversation in 1903—List of Names of Original Stockholders and of Officers Down the Period of 37 Years.

The story of the Merchants Bank and Trust Company, now in its thirty-eighth year, is part of the history and progress of the City of Bay St. Louis and Hancock County.

And having successfully traveled along the way of the fifty years of existence which The Sea Coast Echo has carried during the half past century. It is fitting that it, too, be given space in this commemorative edition.

Integrally woven in the historic and romantic tapestry of the past, there is a picture of the affairs of the bank, which has marked a trend of definite progress. The Merchants Bank, as it was, occupied by the Ashton Food Store.

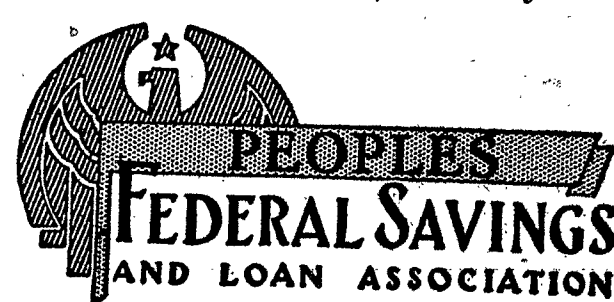


MERCHANTS BANK &amp; TRUST CO.'S BUILDING

first incorporated in September, 1903, was originally suggested and subsequently organized as a result of a conversation in the office of The Sea Coast Echo, Walter J. Gex, Sr., of revered memory and Chas. G. Moreau were the two who casually evolved the idea. With the immediate assistance of the late L. M. Gex, John Osoinach, Louis Spotorno, R. C. Engman, Judge John A. Breath, L. H. Fairchild, A. F. Cameron, John K. Edwards, and Gaston C. Gardebled the bank in time became in reality. The charter subsequently published was signed by the following named stockholders: L. H. Fairchild, Wm. J. Poitevent, John Osoinach, L. Spotorno, A. F. Cameron, L. M. Gex, John K. Edwards, Chas. G. Moreau, J. A. Breath, R. C. Engman, Gaston C. Gardebled, Richard Mendes, Jr., J. M. B. Spence, J. M. Tyler, Dr. R. J. Turner, W. L. Bourgeois, George Muller, Frank Dillman, Fred Ban-

Officers and Directors had been previously elected. They were: L.

DIRECTORS:  
JOSEPH O. MAUFFRAY, Pres.  
JNO. J. McDONALD, Vice Pres.  
G. V. W. LYMAN, Secretary.



Successor to Peoples Bldg. & Loan Ass'n, Organized 1888.

SAVINGS PROTECTED UNDER FEDERAL GUARANTY LAW

Safety Reliability Dependability

Masonic Temple  
Main Street

Bay St. Louis,  
Mississippi.

## Members Board of Directors of Merchants Bank and Trust Company



CHAS. G. MOREAU

President; John Osoinach, Cashier and Jos. E. Saucier, Assistant Cashier.

Directors: J. A. Breath, A. F. Cameron, John K. Edwards, R. C. Engman, L. H. Fairchild, G. G. Gardebled, L. M. Gex, Chas. G. Moreau, John Osoinach, W. J. Poitevent, Louis Spotorno, in alphabetical order.

W. J. Gex was elected attorney for the bank.

Capital stock of the bank was \$20,000.00 divided into 400 shares at \$50.00 par value. Thus making it possible to the small investor to become interested. It was not long before the book value of the stock went up and the first shares sold went at the peak price of \$75.00. And its value continued upward. Figures are always interesting.



EMILIO CUE

Particularly profits. During the first four years the Merchants Bank declared the following dividends: First year, Fourteen Percent; Second Year, Eighteen Percent; Third year, Twenty Percent; and fourth year, Twenty-eight Percent.

It will be noted that the first year after opening, the bank paid a fourteen percent dividend. First statement published, October 15th, 1903, two weeks later, showed undivided profits, \$185.36; individual deposits \$8,000.33; loans and discounts, \$6,855.86; cash on hand \$5,186.93.

Exactly a year later, October, 1904, deposits were \$40,000.00; in 1905, \$72,590; in 1906, \$112,500, and in 1907, \$145,000.

The bank's total resources continued to increase and at one time reached the peak of over one million dollars.

## Moves Into Own Building.

Success of the Merchants Bank assured, the board considered and decided to build and to move into their own building, just as a bank was expected to do. And from the Echo building the bank moved into its own and present building in 1907.

This building is yet considered one of the most attractive business buildings in town.

Moving into this building, Presi-

dent Louis H. Fairchild had resigned a short while previously, retiring from business, and Charles L. Hopkins was elected president, with L. M. Gex as vice president. Dr. Roger deMontluzin was second vice president. Directors then were, in addition to the forenamed, J. A. Breath, John K. Edwards, Mayor of the City: W. H. Gordon, Joseph O. Mauffray, Chas. G. Moreau, John Osoinach, R. R. Perkins, A. L. Stokes, George R. Rea, was cashier and John B. Spotorno, assistant cashier.

Mr. Stokes at a later time became vice president. Mr. Joseph O. Mauffray served the bank as president a number of years, until he resigned.

R. R. Perkins became president of the bank soon after it had moved into its own building, and continued as such for many years—until the time of his death on December 10th, 1915. Mr. Spotorno resigned to take a position with the turpentine interests.



MISS ETHEL H. GEX

at New Orleans, and he was succeeded by George J. Muller as assistant cashier, a position he held for seven years until he resigned to move back to New Orleans, and is today associated in the office of the American Brewery Company, a concern with which he was an attaché before coming to the bank.

## New Bank Building.

Southron R. Duval, professional architect, and rector of Christ Episcopal church, of Bay St. Louis, was architect for the new building. His plans proved practical, both for an office and banking building, and stands out in a class of its own, as the illustration herewith shows.

Ferdinand Raymond was the builder and contractor, the lowest over these competitive builders, in the sum of \$8,928.73, with new safe, totaling over \$10,000. It could not be

bank's ever increasing business justified and, in fact, demanded more room and equipment for the constant expansion of business. The completion of this improvement was an

(Continued on next page)

ROBT. L. CAMORS, President.  
EDMUND F. FAHEY, Vice President.  
MRS. M. A. PHILLIPS, Secretary-Treasurer.

GULF COAST  
Building & Loan Association  
Bay Saint Louis, Miss.

Congratulations to Mr. Chas. G. Moreau and the Sea Coast Echo for the completion of fifty years of service to Bay St. Louis and its people.



## LEADING FIGURE DURING PAST HALF CENTURY.



WALTER J. GEX, SR.

The past half century in Bay St. Louis and Hancock county had no figure more outstanding than Walter J. Gex, Sr., attorney and banker known the State over.

A student of St. Stanislaus College he later graduated in law from University of Mississippi. On the very threshold of his maturity he took his place in life and rapidly rose to the peaks of his profession, a dominant figure in a successful career and an outstanding factor in the social and economic affairs of every day life—known thru Louisiana, Mississippi, Alabama and Florida, where he had extensive business interests. He was also well and widely known at Washington, at one time a law partner of the late Senator Harrison under the firm name of Gex & Harrison and also a part-

ner here of Judge C. L. Waller, now on the federal bench in Florida.

Mr. Gex was one of the main organizers of the Merchants Bank & Trust Company, to which, in preponderant measure, much of its success was accomplished.

He is survived by his wife, the former Miss Amanda von Gohren, two sons, Walter J. Gex and Lucien M. Gex, comprising the law firm of Gex & Gex, and three daughters, Mrs. M. A. Phillips, Mrs. Wallace Catching and Miss Ethel H. Gex, both Mrs. Phillips and Miss Gex associated with their brothers, Gex & Gex.

Mr. Gex was a native of New Orleans, a son of the late Lucien M. Gex and his wife, Victoria Demourelle Gex. Born January 25, 1878, he passed away February 6, 1937 in the very zenith of his success.

## MERCHANTS BANK

(Continued from preceding page)

event and duly celebrated with an open house reception to the public. Crowds filled the building throughout the evening, coming and going. Handsome souvenirs were given and the public taken through the bank and shown the new equipment and improvements that had been added. A souvenir folder, especially gotten out for the occasion, was presented to each individual. On the bottom of the lithographed front page this inscription appeared: "Merchants Bank, Bay St. Louis, Miss., was organized by W. J. Gex, Chas. G. Moreau and John Osinach."

Up to that time the bank's presidents were, in order named: L. H. Fairchild, John Osinach, Charles L. Hopkins, R. R. Perkins, Joseph O. Mauffray, George R. Rea. Directors of the bank who served at other times and whose names are not mentioned above, included the names of George H. Edwards, Dr. A. A. Kergosien, E. J. Lacoste, C. C. McDonald, E. N. Haas, Chas. H. Robinson, Jr., Paul Villere, Geo. T. Herlihy who at the time of his death was chairman of the board of directors.

## Bank Changes Name.

In order to be of wider use, to serve the public better and to grow with the times the name of Merchants Bank was changed to Merchants Bank & Trust Company by amending the charter of January 6, 1920. For a number of consecutive years the bank paid stockholders a semi-

annual dividend of 30 per cent.

At the present time the bank has for its president, Mr. Chas. G. Moreau, who succeeded Mr. Geo. R. Rea, as president upon his resignation in 1932. Mr. Moreau has served in that capacity since that time; he is also the Chairman of the Board of Directors, having served in that capacity since the death of the late Geo. T. Herlihy. Mr. Moreau is assisted in the operation of the bank by Mr. Joe B. Burrow, who is presently cashier, having succeeded Mr. W. V. Yates, who resigned to take a position at Jackson, Mississippi, with the Federal Housing Administration. The other officers of the bank are W. J. Gex, Jr., and Emilio Cue, vice-presidents.

The Board of Directors consists of the following: Chas. G. Moreau, W. J. Gex, Jr., Emilio Cue, Miss Ethel H. Gex, Robert L. Camors and Joe B. Burrow.

Mr. Chas. Traub, Jr., served as assistant cashier to Cashier Yates from 1922 to 1932.

The Merchants Bank, since its organization 38 years ago, has been very closely associated with the business, civic and social development of the City of Bay St. Louis, and its helping hand has been felt in every field of endeavor. At the present time it furnishes its depositors every banking service customarily used in this country, including a safety deposit vault, second to none, and of course its deposits are insured with the Federal Deposit Insurance Corporation.

The officers and directors of the bank are very proud of its history and look to the future with great satisfaction.

## Improvements by the Present Administration City Bay Saint Louis

**D**URING the fifty-year period Bay St. Louis has had various municipal administrations. Each contributing their quotas to improvements, according to demands, conditions and finances; giving the city from time to time the various phases of growth that has given it the present growth and importance.

The present administration, now serving its third four-year term, Mayor Blaize and Commissioners Bourgeois and Perkins, have been equal to the times demanding so much. They have allowed no stone to remain unturned and by their wisdom, energy and enterprise accomplished much for the Bay St. Louis of today, as the following conclusively proves:

Constructed a \$200,000 Natural Gas Transmission and Distribution System now serving over five hundred (500) customers.

Constructed a 60,000.00 Gymnasium in cooperation with the State.

Constructed eight (8) additional class rooms adjacent to present Central School—cost \$55,000.00.

Drilled a new 10 inch Artesian well—doubling the water supply—cost \$11,000.00.

Purchased Natural Gas Engine as power unit for operation of deep well turbine pump increasing water pressure and volume 100 per cent—cost \$3,250.00.

Made extensive repairs and additions to Water Works System, serving approximately one thousand consumers.

Established larger cast iron mains and fire hydrants giving better water service and reductions in insurance rates.

Established three day a week garbage collections—better sanitary conditions.

Sponsored W. P. A. Projects:

1. Historical Research,
2. Malaria Control,
- (a) draining, ditching, etc.
3. Sewing Project,
4. Under-nourished and underprivileged children's lunch room.
5. Recreational—now operating a community center—diminishing juvenile delinquencies.

Renovated and beautified City Hall and grounds.

Constructed a new Negro School, W. P. A.—total cost \$35,000.00 (thirty five thousand dollars).

Purchased 3000 feet of new fire hose—Underwriters Laboratories approved—adequate and quality—cost \$1,500.00.

Repaired, painted and re-inforced City Water Tower.

Established twenty four hour police telephone emergency.

Employed additional policemen—decreasing burglary.

Repaired all failures, cracks and crevices in hardsurfaced streets.

Purchased new one man control Caterpillar "Auto-Patrol" Grader—cost \$3,400.00—reducing expense of maintenance of dirt and shell streets.

Were Host to Santa Clara (twice) Carnegie Tech and Boston College—football teams—in pre-games practices for participation in the Annual Sugar Bowl classic.

Established traffic lights (1) School—Ulman avenue, (2) Head of Main; Head of Washington street.

Sponsored the establishment of Bay Foods Inc., cannery of Sea Foods—giving employment to people. An industry for our city.

Purchased three new trucks—two street department, and one Water Works Department, cost \$3,200.00.

Established Christmas Street Decorations, cost \$800.00 (eight hundred dollars) permanent improvements.

Purchased new traffic signs—decreasing traffic hazards.

## PUBLIC-SPIRITED PERSONALITY AS COMMUNITY WORKER



R. N. BLAIZE

The success of any community is due to the spirit of and endeavors by its citizens who contribute definitely to that goal.

Reginald N. Blaize was well an integral part of the community, sharing activity all his life in every objective calculated for in the forward march and upward growth.

In early life, concluding his academic studies at St. Stanislaus, he became connected with the local office of the Louisville & Nashville R. R. Company, and served that company as night chief clerk and operator for a number of years.

His diligence and efficiency and loyalty to his employers were factors that were not in vain. On the contrary, he was appointed resident agent at Dunbar, La., when the L. & N. opened its new passenger and freight station, and later given a more important and lucrative position at Pass Christian—as resident depot agent. This position carried a large share of the responsibilities railroad work entails and he remained there for quite a number of years.

However, the lure for home was irresistible, nostalgia could not be overcome, and he returned to Bay St. Louis and soon went into private business.

Mr. Blaize was widely acquainted. He personally knew President Theodore Roosevelt, President Wilson and an intimate friend of the late Gov. John M. Parker of Louisiana.

In addition, he knew men and women in all walks of life, who valued his friendship, repeatedly testified to by their attention and fine gestures. As a railroad man his acquaintance was wide and he was known as one of the best posted men in the passenger service and for the fact he was ever accommodating. Intelligent, his services did not stop with his prescribe duties, but went far beyond the bounds of duty.

A brother of Mayor G. Y. Blaize, he was well connected, a member of one of the oldest and best known Bay St. Louis families.

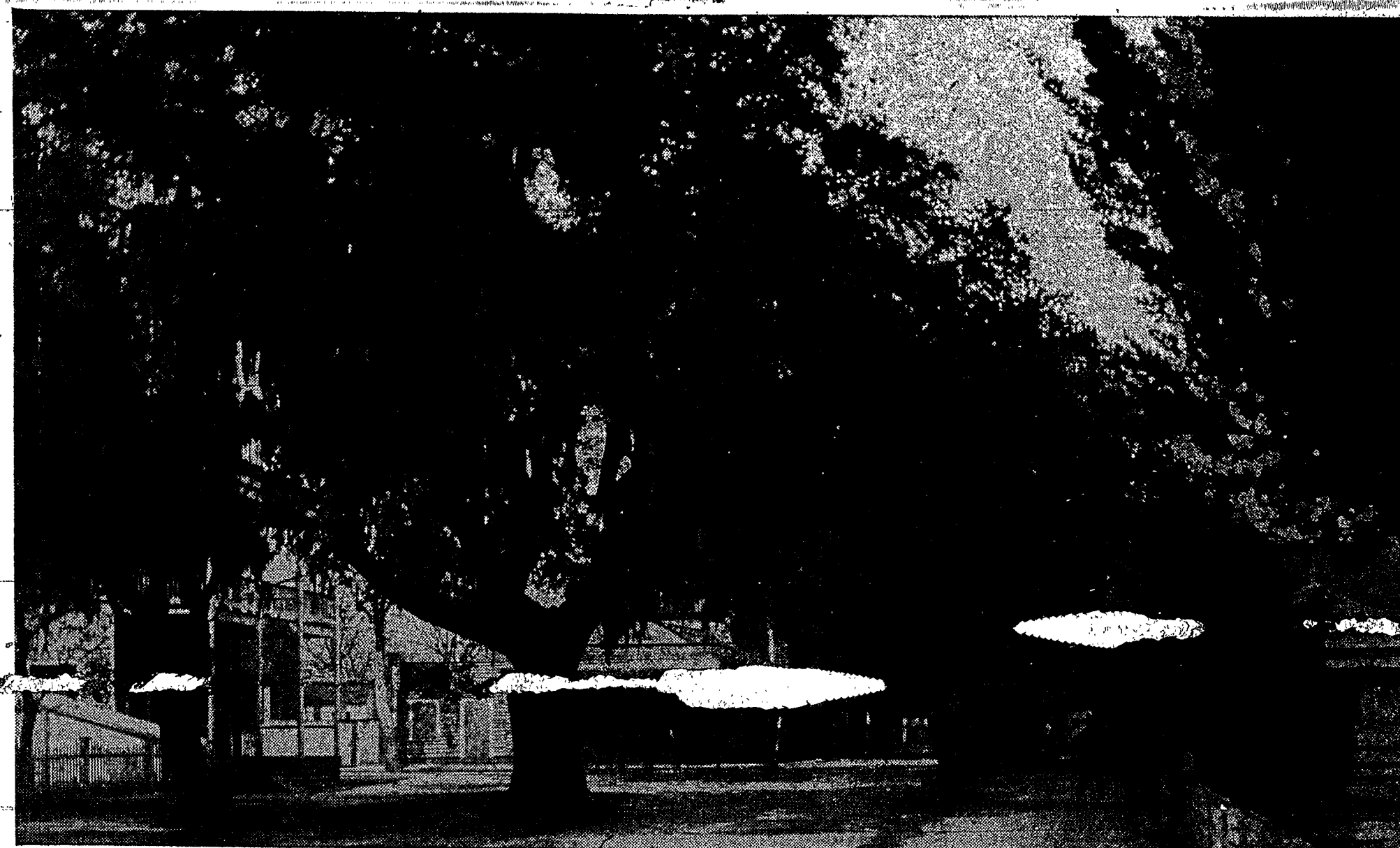
In early life he married Miss Julia Olivari. Two sons, R. N., Jr., of Houston, and John B., of Bay St. Louis, and the Misses Regina and Julia. Blaize blessed this happy union. Miss Julia Blaize is a valued member of the faculty of the Bay Central High School.

Mr. Blaize passed away about two years ago. At the time he was representative of one of the major oil companies as a distributor, in addition to the other private business enterprises. He was one of the factors of the past 50 years of activity and successes of Bay St. Louis, thus we fittingly inscribe his name in this commemorative edition.

## EXTRA COPIES.

Extra copies to keep for self and to mail away may be had at The Echo office at twenty-five cents per copy—as long as they last.

## Head Of Main Street---Fifty Years Ago



### HEAD OF MAIN ST. FIFTY YEARS AGO AS TOLD BY PICTURE

#### Picture on Cover Has Story—Century-Old Oaks Destroyed by The Elements.

Bay St. Louis, too, has its Main street. No American town or city, in the average, is not without its Main street. It is all the name implies. Typical. Will we say typically American?

Our picture, "head of Main street," is presented here and made possible by the thoughtfulness and courtesy of John D. Caldwell, Bay St. Louis native, and resident of Asheville, N. C., for fifty years or more.

This photograph, to be exact, was taken 55 years ago, a fine example of outdoor photography. By whom taken is not known. However, the photographer of the Bay Village at that time was John Clark. Father and son had this "shop" on the beach front, head of State street, which prior to that time was a candy and cake shop as well as soft drink and general fancy merchandise, owned by Mr. and Mrs. Louis Gaspard, and conducted by the Gaspard boys.

This building was finally rebuilt and for a number of years became the Gulf Coast Market, owned and operated for 17 years by the late George Muller, who later moved to New Orleans, then in failing health. Another and larger building was constructed by Mr. Muller, farther south. This one, like the other became prey to wind and wave, and was destroyed when the beach bluff caved in—due to lack of seawall protection.

## Back to Our Picture.

But let us get back to our picture, "Main Street, Fifty Years Ago."

Here we see the primeval trees. Giant oaks were several in number, centuries old, no doubt saw the time when Bay St. Louis was inhabited by the Choctaw Indians and the village known as Chicapoula, meaning bad grass. Possibly these majestic oaks then were giants. One alone accented the wide sidewalk on the beach sidewalk, slightly southward, for at the very head of Main street fifty years ago was the same building in which Manier's restaurant is located. Prior to fifty years, when this picture was taken the general merchandise store of G. Planchet was housed therein. Then it became Jordy's Store, followed by the late Louis Spotorno, who conducted a general store for many years, and was one of the leading merchants until the time of his death. However, at the time of his passing, his store was on South Front, south of Hillie's garage.

The two-story frame building appearing in the picture, now the site of the present Hancock Bank, was at

the half-century period of the past, a dry goods store, owned and operated by G. A. Levy, while the upper story was occupied by the federal government and used as offices for customs officials. Bay St. Louis, preceded by the name of Shicklesboro, was for many years a port of entry. When Gulfport came into prominence and the bulk of customs business centered there, the custom house was moved to Gulfport and that city designated by federal government as port of entry. This was fitting and appropriate because the creation of Gulfport as a deep water harbor with foreign ships loading and unloading cargoes there, connecting with the Gulf & Ship Island Railroad, had the bulk of the Coast business thus created. W. G. Henderson was collector of customs and his deputy was C. A. Simpson, of Pass Christian, who died only a short while back.

## Taconi's Tavern

The smaller business house, (one story), on right of picture, was the widely known tavern of Frank Taconi, Sr., who was perhaps better known by the sobriquet "Jambon," meaning ham in French. How this originated was never known to the writer. "Jambon's" was the meeting place for boatmen. There were many in those days. Men who fished for shrimp and oysters. There were plenty of the latter and there were no legal provisions to hem in their operations.

To the rear of the corner building, appears the picture of a cottage. This was the Taconi family home, dwelling of the parents of Charles P. James, August and Johnny Taconi, who survive and live in Bay St. Louis. A daughter of Mrs. Taconi, by a first marriage, is Mrs. Julie McDonald, wife of Capt. John T. McDonald, of Pass Christian.

This corner as a whole was victim of fire and totally destroyed. It was this fire that destroyed the magnificent oaks that make our picture one of charm and beauty.

The first fire was in 1905. The second and larger fire was August 19, 1907.

In passing here it is not amiss to note that while "Jambon's" tavern was opened on Sundays as well as week days, he closed his bar room Sunday mornings during the hours of high mass. There was no law that made him close his place, but this was voluntary and out of respect of the Sabbath, the church and religion in general.

After the first fire building was reconstructed and subsequently it too became the prey of fire and once more was destroyed. It was rebuilt, but did not continue long as Jambon's. The master died, and with the change of time, conditions changed and the business went out.

This building, after the second fire, was occupied by W. L. Bourgeois,

our present city commissioner, who went into the general mercantile and grocery business for himself. Fire followed again and the building and its contents were destroyed.

W. A. McDonald purchased the building following the disposition of the Taconi estate and built thereon a chain of modern stores and shops, which took in all the frontage on Front street and the full depth out Main street, including the land on which had stood the Taconi residence. This was a stroke of enterprise. It afforded several places for smaller business places, offices, and a main store on the corner.

Thos. L. Evans, the retired druggist, well and widely known, occupied one of the shops as a news stand and stationery shops, conducted by his daughter.

Mrs. Otto Sage in one of the spaces conducted a delicatessen. Asper Maurigi had his shoe repair shop on

the beach front.

Gus E. Temple, jeweler, occupied the main corner space as a jewelry and music supply store, which he carried on for a number of years.

Beside those enumerated, there were small shops, barber shop, doctor's offices, etc. Finally the ill-fated corner received a third visitation by fire. And the place went out.

It was later sold to the Liberty Oil Company of New Orleans, a concern that built the present filling and service station, now owned by the Standard Oil Company, and operated by M. A. Gilmore, of Bay St. Louis. The building was acquired from W. A. McDonald by his son, C. C. McDonald, who sold it to its present owners, the Standard.

## Hancock County Bank's First Location.

The Hancock County Bank, now the Hancock Bank, was originally located on a plot of ground now owned

for included in the premises of St. Joseph Academy, on the beach front. It was a small cottage-like structure, with a porch not far from the ground. Prior to the bank's occupancy it was used as the city hall, with E. E. O'Brien as Mayor.

Older residents will remember in the very late 80s the same primitive-looking building was originally occupied by R. C. Engman, as dry goods and notion shop. Mr. Engman's business expanding, he moved therefrom to the present location of the B. R. Engman store.

Following the Engman occupancy, Mr. and Mrs. Otto Sange came to Bay St. Louis from Cincinnati, Ohio, where they had been in business. They had written a letter of inquiry to the "Post Master, Bay St. Louis, Miss." Joseph E. Saucier was then postmaster. He once related to the writer how frequently he had served in chamber of commerce capacity. He answered the Sanges and the result was they subsequently moved.

Mr. Sange conducted a jewelry store, while Mrs. Sange, a professional milliner, conducted a first-class and fully-equipped millinery establishment.

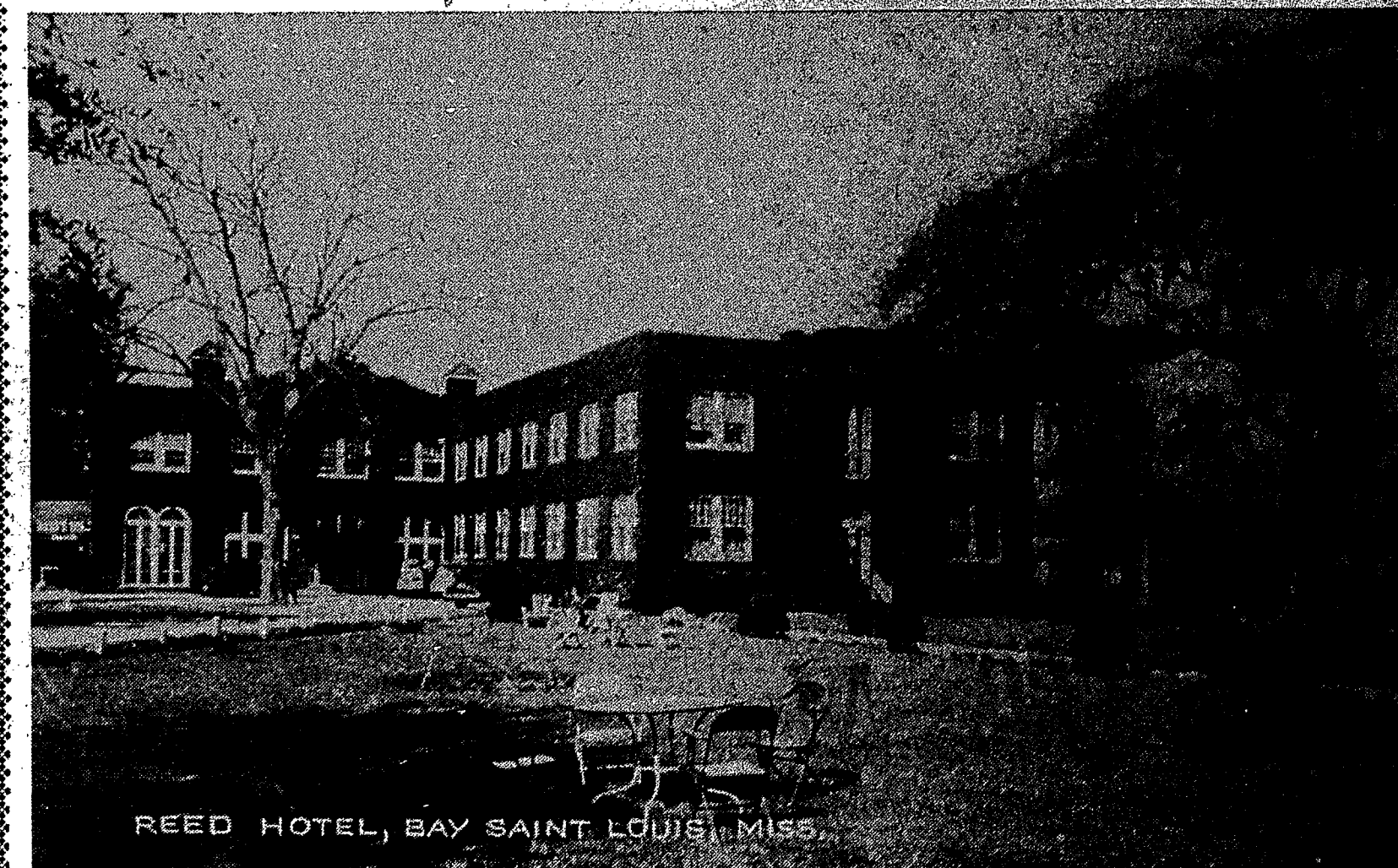
It was not until the late 90s and Mrs. Sange expanded their business considerably, later abandoning the millinery phase, and moved to larger and more commodious quarters of their own. Once located in the "Hollow" south of St. Stanislaus College, adjoining A. G. Pier's drug store and the hardware store of the late Joseph Combel. Later they moved to the beach front and occupied part of the building known today as the Beach Drug Store and owned by the family of the late Dr. A. A. Kergosien.

For many years they prospered. Their home was built on Carroll avenue and it presently is owned and occupied by the King's Daughters hospital.

Mr. Sange died and is buried in Cedar Rest cemetery. Later his wife, after engaging in various pursuits, left for a visit to her native land of Germany and never returned. It is surmised this good woman, too, has passed away. She had planned to return to Bay St. Louis.

So much for our picture. It was a great scene of beauty, a spot of business as it is today—the very heart of the business section of Bay St. Louis.

## REED HOTEL



REED HOTEL, BAY SAINT LOUIS, MISS.

### The REED

is well known on the Coast as the home of visiting football teams, while in training for the Sugar Bowl Classics held in New Orleans each New Years Day. And it is the mecca of hundreds of Honey Moon couples each year. Guests are always glad to return, as they appreciate the warmth of the welcome that awaits them. The food is excellent, the setting, overlooking both St. Louis Bay and the Gulf, is beautiful and restful.

Rates are exceptionally low.

H. W. Le TISSIER, Lessee-Mgr.



# **REMINISCENCES BY A FRIEND OF THE ECHO FROM 50 YEARS AGO**

**Scion of Noble and Pioneer  
Family Writes of Toulme  
and Saucier Families—  
Incidents and Travel.**

BY HARRY STUART SAUCIER

As a man trends his way down the valley and into the twilight of life, that which sustains him most and often wreathes his wrinkled countenance into a merry smile, when his tired old eyes glitter with that re-lit glow of youth, and for the moment his step gets springy and light, that is retrospection. In the panorama of the past he sees and hears things that live with him, down the aisles of time, which have been assuaged by time, others happy, which time intensifies.

Exquisite Bay. What food you give to a child as it grows through the twilight.

There, there I first saw the light, three score and ten ago. My father and I were born there nearly a century ago.

My grandfather was born in 1840, the year of my father's birth. He was a white camella there in 1840, the year of my father's birth.

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## **ED THE ECHO STAFF WELL ON THRU FIFTY YEARS**



HARRY STUART SAUCIER

Harry Stuart Saucier, native and resident of Bay St. Louis, is one of the most prominent families of Bay St. Louis, including the Toulme families, pioneer settlers and builders, was one of the earliest writers for The Sea Coast Echo and continued on down thru the half century only a few years ago after moving to Lafayette, La., where he resides.

Mr. Saucier, in addition to writing news, was perhaps better known to older readers of The Echo as the author of the famous Jacques Pistache Letters, all of which ran in serial form for over a long period of years, so great were their popularity. In this edition The Echo carries two of such letters written original, and are published in reminiscence of other days and as a tribute to the letters of other times.

Mr. Saucier and Mrs. Saucier and their three daughters reside in Louisiana, and their fine son, Ernest Harry S. Saucier, is in the Land-Lease Department at Washington, where he holds responsible position. The Echo is proud of the privilege to carry this picture, and to pay tribute to a friend tried and true. In this we are joined by the many friends of Harry's in Bay St. Louis.

known as the "Sugar Field."

My father, reaching the age of sixteen in 1862 ran away from St. Stanislaus and home and joined the Confederate army at Mobile. Seven members of the families paid the supreme gift to their beloved Southland. My father and his uncle Captain J. V. Toulme returning alive.

When the writer was "growing up" the Bay (known as a port of entry by the U. S. Government as Sheldahl) was a beautiful fishing village, a lovely level in a turquoise setting of the sea. Two world famous sports trained along its beach road: John L. Sullivan and Bob Fitzsimmons. Both expressed their fondness for the place.

The Old "Treaty Oak" Fell Prey To Storm.

The King of all the beautiful trees

was the old "Treaty" oak which was nearly opposite the present factory. It was easily over six feet in diameter and a roadway ran between it and the bluff. Many people used to stand there, to witness the trotting races between Bob Ogden, Eugene Dupre and other sports. Many sportsmen loved the Bay and made it their summer headquarters—racing boats as well as horses. The writer well remembers the Catamaran races (double-hulled) of Boardman, Sadler and others.

In those days the Indians would come into town on Saturday evenings in their picturesque costumes, peddling their beautifully woven baskets, Sassafras roots and Gumbo file, with the squaws carrying their little papooses in baskets on their backs.

There was no law against it and the cattle roamed the streets at will, it seemed that by common consent they made a rendezvous at the courthouse square... we boys used to call it Hugo Hoffmann's corral.

The "Gay Nineties" ushered in and with them came a quiet, unpretentious soft-spoken young man who declared that he was going to make it his home, furthermore he was a reporter and intended doing something about it. Fact was he was going to start a newspaper. Word quickly got around and the wise acres stated: "What do we need with a newspaper, can't we tell each other all the news between here and Bayou Gallere, Shucks, it won't do."

But our new friend and citizen, Charles G. Moreau, would not be disheartened, he'd made up his mind and no high wind, salt water or blizz could deter him. So there in that little fisher-village that could not boast of anything modern was born THE SEA COAST ECHO, a weekly edition that promised the people all the news all the time—and brother, that word has been "The Real McCoy" for this past half century.

Quick to see a desired improvement and to foster it, The Echo kept the fires burning. If there was anything that required the civic interest of the people The Echo was its most devout advocate and champion. The day the once fisher's village has been groomed into a real city that holds her place with head aloft, proud of her own accomplishments.

A Damon and Phyllis Friendship Lasting Over 50 Years.

When The Echo was launched this writer and the editor formed a friendship which has continued uninterrupted this half century. At the outset friend Moreau was very kind and offered to print whatever we would like to see in type, so we gingerly offered a "spring" poem after that whenever we got a toehold on a rhyme, The Echo would suffer and the writer began to believe he was of great importance.

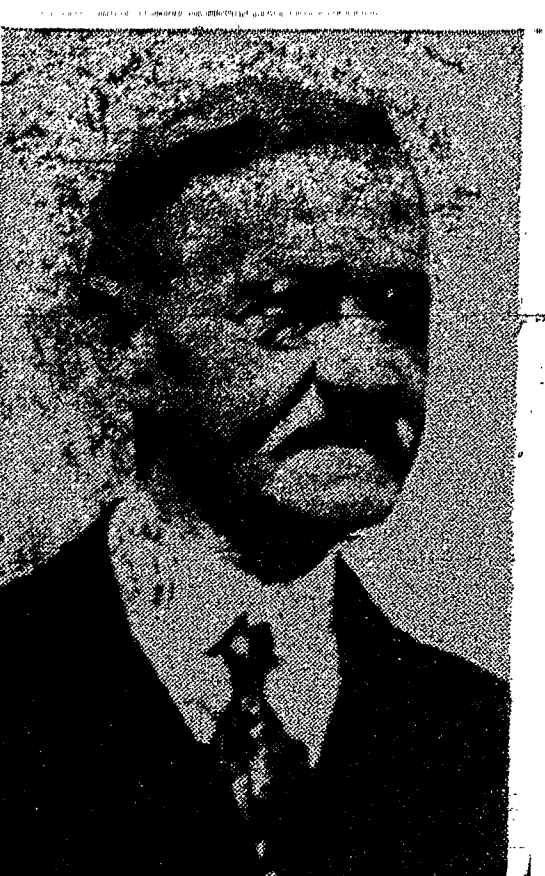
The spring of '92 brought succor to the suffering Echo when we left under contract for South America to build the Cartagena-Magdalena railway and ship docks, in company with our buddy Dixon L. Witter (who later was in the Boar War of S. Africa and died in Cape Town).

We left the "States" aboard the large sailing vessel Charlotte (which is Siamese for slow) on Saturday, May 7, 1892 and we walked the decks of that cussed windhammer for forty-one long hot days, arriving at the beautiful walled city of Cartagena on June 17 with about two gallons of water in the tank. Ten days out of Mobile we sighted Point San Antonio light at the western end of Cuba, there we got into a dead calm and drifted between there and sight of Merida light off the coast of Yucatan. Ten simmering days of this and we got out of the Channel of Yucatan south of the Isle of Pines, the next land we sighted was the coast of Jamaica, where again we were becalmed, we'd drift to within two hundred yards of shore and buy oranges and bananas and other fruit, but we couldn't land. How we longed to touch terre ferme! In three days we were in a storm which blew us near the Bay of Honduras. Remember, please, we were loaded to the scupperns with creosoted piling and cross ties.

Beautiful Cartagena and Bay of Cartagena.

We found the Bay of Cartagena

## **JUDGE GENTLEMAN OF OLD SCHOOL AND SCHOLAR**



JOHN A. BREATH

one of the best known men of Hancock county, a resident of Bay St. Louis.

He served as a justice, Beat 5, for over a quarter of a century, consecutively re-elected every four-year term, and time and again he was commended by the Grand Jury for his splendid administration and the decisions of his court were always sustained on appeal to higher court.

Judge Breath was well known as secretary-manager of People Bldg. & Loan Association, a trust he held for over thirty years and up to his passing in recent years, aged 85 years.

He was highly connected in his own right and was married to Mrs. Madeline Toulme Breath, who passed away long years ago, a representative of the old and honored families.

Mrs. Vicky Breath Calonge is, on October 31, 1941, his only son, Charles A. Breath passed away. Mrs. Lydia Eagan is a step-daughter and W. E. Saucier a step son.

Judge Breath was a man of learning, cultured and traveled and widely known. C. A. Breath, Jr., and Mrs. Roger M. Boh are his grandchildren.

one of the most beautiful spots we ever saw. It is nine miles long by about two miles wide, the water is deep sea water and one can see the coral and sponges on the bottom in twenty-five feet. It is entered by a small entrance called Boca Chico (small mouth in Spanish) there is a large entrance but not navigable as it was closed to prevent Sir Francis Drake, the pirate, from entering the city. The Bay is surrounded by mountains, the beaches lined with Coccolut trees.

Every Sunday we'd gather coral and sponges, and beautiful sea shells. Back in the interior along the rivers Dique and Magdalena there is a profusion of wild fruit and nuts.

The city, then with a population of about twenty thousand, was all walled.

I think that I shall never see A poem lovely as a tree.

A tree whose hungry mouth is prest Against the earth's sweet flowing breast;

(Continued on next page)

## **Congratulations to The Sea Coast Echo on its 50th Anniversary**

★ ★  
BY DIRECTORS AND MEMBERS

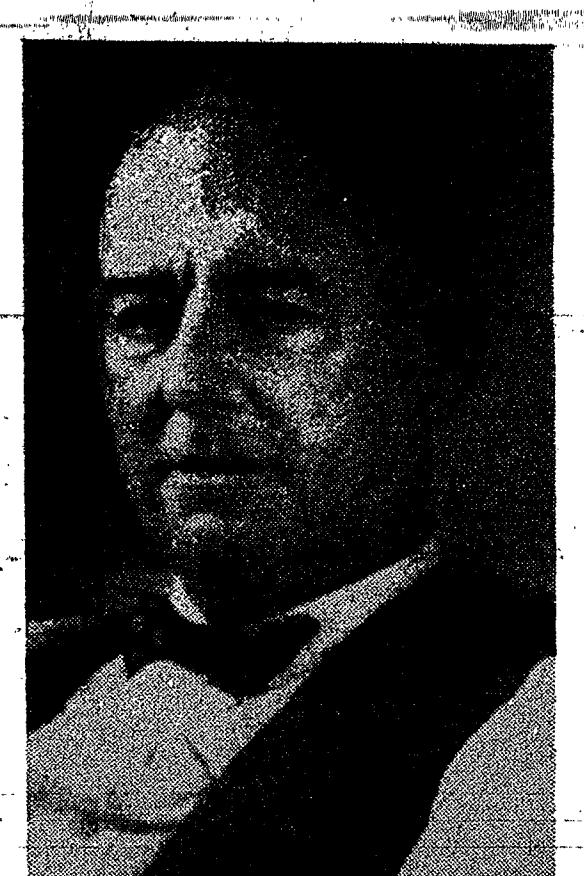
## **Coast Electric Power Ass'n R E A**

Cooperative electric service to the rural people of Hancock, Harrison, and Pearl River counties.

Beautiful Cartagena and Bay of Cartagena.

We found the Bay of Cartagena

## **THIS MAN'S SUCCESS SHOULD INSPIRE AND SPUR YOUNG MEN ON**



ROBERT LAWRENCE GENIN

others have it thrust upon them. But here is one who went after it and procured everything that came his way as a result of well-placed ambition and unremitting determination, to say nothing of his willingness and ability to do.

Some men climb the ladder of fame, but here is one who did not climb the ladder. Rather he climbed poles. For it was Robert L. Genin, who, as a young man, took the position of night operator for the local telephone company rather than while away his time and soon became a linesman for the company, climbing from pole to pole as a trouble man, looking for it as the term goes and applying the remedy.

This led to the fact he soon became manager of both the Bay St. Louis and Pass Christian telephone exchanges in local executive capacities.

But ambitious, he decided to study law and soon became a student at Ole Miss and graduated with honors. Ability tells and he soon began to rise, taking his place in the affairs of men. Taking a peek at the records, we find this: He served as city alderman for two years, under the former city charter; he was city attorney for ten years, and later served the town of Waveland as attorney for 8 years.

Mr. Genin's rise was rapid. His ability was compelling and he was willing to serve. He was elected to the Mississippi Legislature and served two and one half terms, and it was while in the legislature some of the best bills affecting the welfare of the Gulf Coast was adopted.

He was author of the first seawall law, thus he is father of the coast seawall project.

He was an ardent advocate and worker for the bridge across the bay, one of the first proponents for this improvement. In 1912 he procured a franchise for privately-owned bridge across the bay waters as a starter and which culminated in the procurement of the present bi-county bridge.

He was a member of the Board in the first World War for preservation of Democracy and member of

the present Advisory Board of National Defense.

While he is strictly a family man, he is a lover of the outdoors. He is a good fisherman, a good hunter, and of his own admission a "poor poker player."

His spacious and handsome new home and the vast pecan orchard that surrounds it are best evidences of his faith in the future of Bay St. Louis and that he is an A-1 booster.

## **THESE YOUNG LADIES ARE MAKING THEIR DEBUT IN THE ECHO MAGAZINE EDITION**



JANET AND HELEN, Daughters of



MR. AND MRS. ROBERT L. GENIN

## **REMINISCENCES (Cont'd)**

A tree that looks at God all day,  
And lifts her leafy arms to pray;

A tree that may in summer wear  
A nest of robins in her hair;

Upon whose bosom snow has lain;  
Who intimately lives with rain.

Poems are made by fools like me,  
But only God can make a tree.

**Town Characters Of Fifty Years Ago**

As in most towns, the Bay had its own characters, two in particular are recalled, one was "Polite Perre", the baker and all-round friend to everybody. Polite left the Bay about three o'clock every morning, rain or shine, storm or calm, for his route in Waveland and all points south. As there was no postoffice at Waveland, he accommodated by carrying the mail (his wagon looked like a post-office.) If anyone met him and said they were hungry, Polite would say: "Well, you can't eat your hat, have a try this 'mish'."

One day he was standing on the beach, a plane when he said: "Harry, you see that, she's worse than carbolic acid, one drop and you're gone."

The writer was preaching or stump speaking and one night we boys were in the bakery, and the writer saw Bob Maynard walk in with his hat on the side and a cigarette in his mouth. "Polite looked at him and said: 'Take off your damned hat, Bob, don't you know you're in church!'"

The other admirable character was old man Taconi, everybody knew him by the nickname of "Jambon," he was in the grocery and ship chandler business; he furnished the fishing boats groceries and wine. Above his store was an attic where sailors of the night fell off the window and broke his neck, the next day as they were about to have the funeral, Dick Mendes, a reporter called, "Jambon," asked Dick, "what his name and where was he born, and how old was he?" "For what you want that Dick?" "Why, I want to put it in the paper, of course." "The hell with the paper, put him in the coffin."

Our nomadic spirit could not be controlled and we were off for somewhere, it didn't really matter where, the woolly west found us in '98, determined to be a coffee planter in Mexico, and winding up as a prospector, then the war breaking out gave us an unexpected boost for something out of the common rut, so we soon found that Uncle Sam had a suit of clothes to fit our onery figure and a horse to ride in the Calvary with Roosevelt.

We passed thru the old Bay, en route to Cuba to lick anything that got in the way; the depot was filled

with folks and our best loved were there to say adios. A short war and a merry one and we were in New York, owning the town, then back to the Bay to find everything locked with quarantine against Yellow Jack. We then had to stay for a while, and incidentally pester friend Moreau with some more of our effusions.

The turn of the century found our friend The Echo going strong and being realized as the real friend of the people. The Bay was "Comin' out." Jim Watts created a sensation by driving a horseless carriage about the streets, much to the disgust of the many horses and their drivers. I remember the cussed thing making more noise than a freight engine.

My nomadic ventures always reminds me of the old Irish engineer who, when he ran off the track would send in a lengthy report of the mishap. One day he received a note from the train-master to shorten his reports. All right, says he, so the next time the wheels left the track he wired in: "Off again, on again, gone again, Finnegan."

The wedding rings finally put the soft pedal on our wanderings; they do hold you down, don't they, buddy?

## **FORMER CITY OFFICIALS**

Ferdinand H. Egloff held the office of city treasurer and later a member of the city council for many years, in fact, over a generation. Sylvan J. Ladner, city secretary, deceased, also held the post for many years, and the minutes of the city carried his name for many years. Earlier Fulton F. O'Brien served as city secretary, while his father Commodore E. E. O'Brien, was mayor. Thos. J. Conway was city treasurer and held various such offices of trust up to the time of his passing.

## **BAY ST. LOUIS OAKS.**

Oak trees of Bay St. Louis were the pride of this section, but storm and fire played havoc and demanded heavy toll. The oaks head of Union street, where Dr. W. E. Walker and Dr. R. J. Turner had their respective offices, adjoining the postoffice building, the cluster of oaks head of Main street, and in the business section, head of Washington street, were centuries old. Their value of beauty could not be overestimated. The oak at Bay St. Louis will remain a lasting memory.

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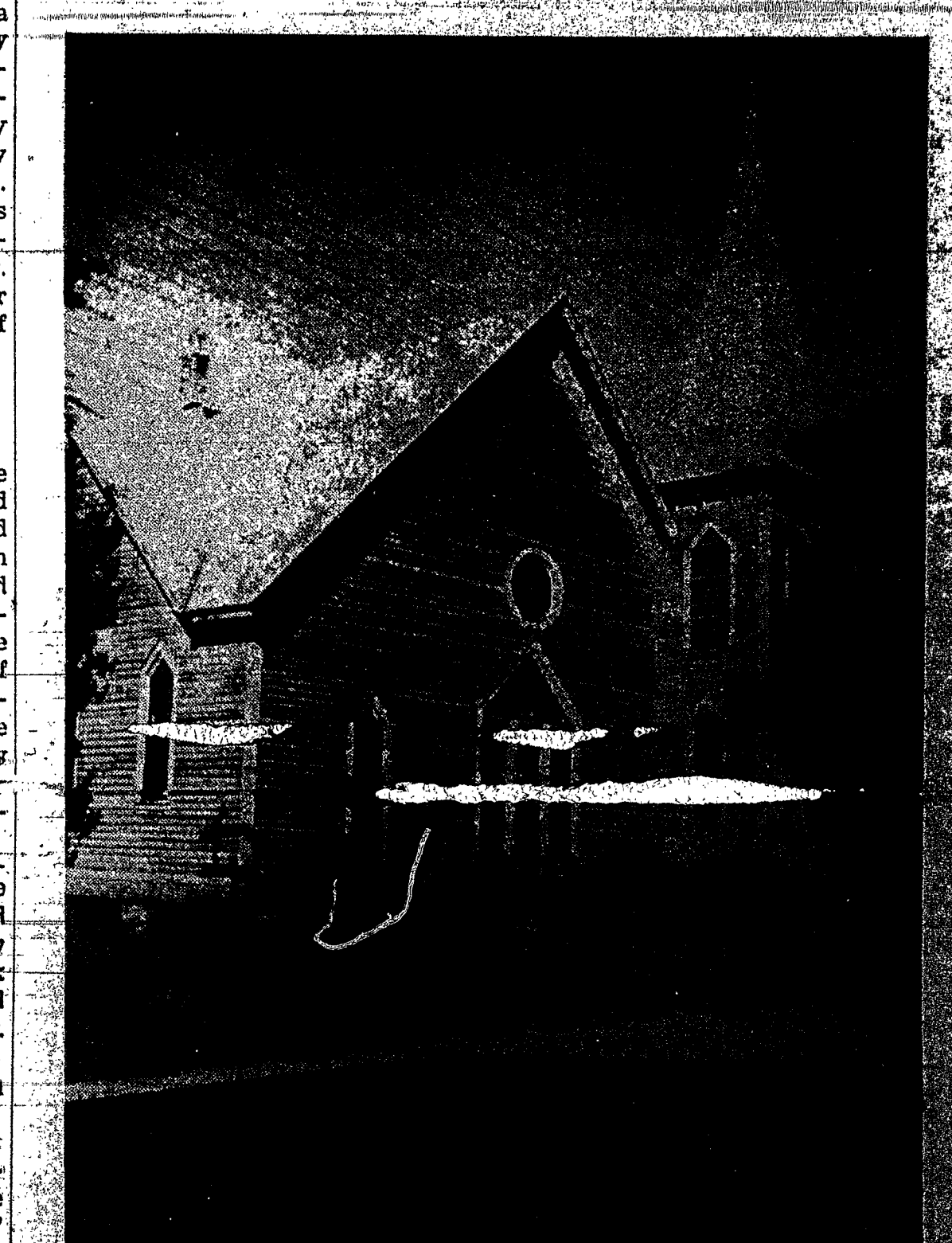
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The Rev. W. S. Allen is pastor and is also pastor of the Baptist church

## **Baptist Church of Bay Saint Louis**



FIRST BAPTIST CHURCH, BAY ST. LOUIS

It is not so many years the Baptists at Pass Christian, attending to both built this, the First Baptist Church, of Bay St. Louis, located on Esterbrook near Second street. Since then the church has grown constantly and the point is reached where the congregation is planning to build a new and larger church, to be located in a more central residential section. A committee has been appointed for that purpose.

The Rev. W. S. Allen is pastor and is also pastor of the Baptist church

The Baptist faith is largely and substantially represented locally, and much of the success has been due not only to the pastor but to the splendid active cooperation of the Baptists of Bay St. Louis and vicinity.

## **HOW TIMES CHANGE**

YET THROUGH ALL THE CHANGES OF THE PAST FIFTY YEARS THE SEA COAST ECHO HAS CONTINUED TO SERVE BAY ST. LOUIS AND HANCOCK COUNTY. WE EXTEND TO YOU, MR. MOREAU, OUR SINCERE CONGRATULATIONS FOR THIS TRULY REMARKABLE RECORD.

Might we add that our business was begun by the Senior Member of our firm back in 1904, THIRTY SEVEN YEARS AGO; therefore, we have been in a position to observe the many changes that have taken place in our Community.

For example, during our first years in business, our principal sales were feed stuffs for stock, harness, buggies and farm wagons. Certain items popular now were unheard of then.

TODAY, we sell International Trucks, building materials of all kinds, furniture, Philco Radios, electric refrigerators, Norge washing machines, stoves, wood, coal, gas and electric, and many other items too numerous to mention.

## **W.A. McDonald & Sons**

PHONES 37 AND 38.

## **....Ben Hille Motors....**

SO. BEACH & WASHINGTON  
BAY ST. LOUIS, MISS.

Congratulations and Best Wishes To  
The Sea Coast Echo



# HISTORY OF SCHOOLS OF CITY OF BAY ST. LOUIS DATES BACK TO 1893

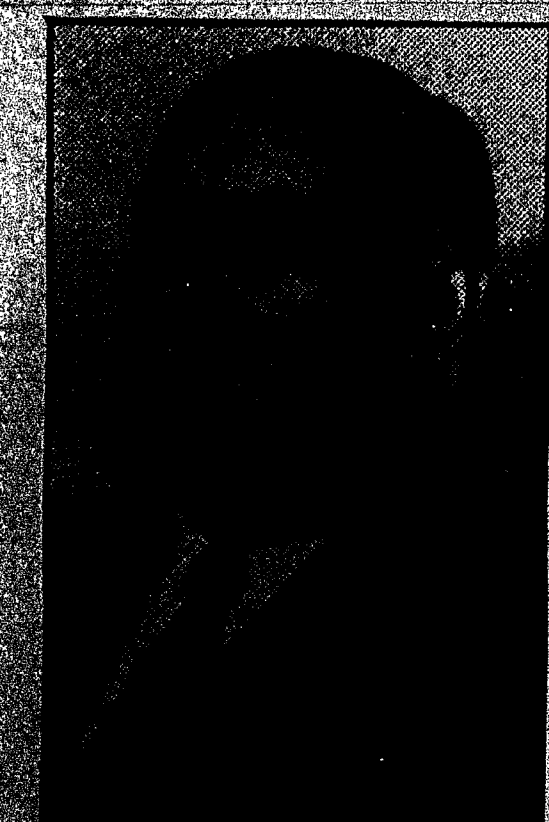
**Public Education in Hancock County Dates Back to 1870  
When a County Superintendent of Education Was First  
Appointed—In 1884 Set of Uniform Text Books  
Were Ordered by Board of Supervisors.**

THE official record of public education in Hancock county begins with the appointment in 1870 of a county superintendent of education. He was Mr. J. J. Bradford.

In 1884 the records of the Board of Supervisors show that a meeting was ordered for July 7 at Gainesville to adopt uniform text books. These included McGuffey's Readers and Spellers.

Mr. George Holcomb, County Superintendent in 1890 stated there were seven one teacher schools along the coast at that time. Aided by Hon. John V. Bowers he succeeded in cen-

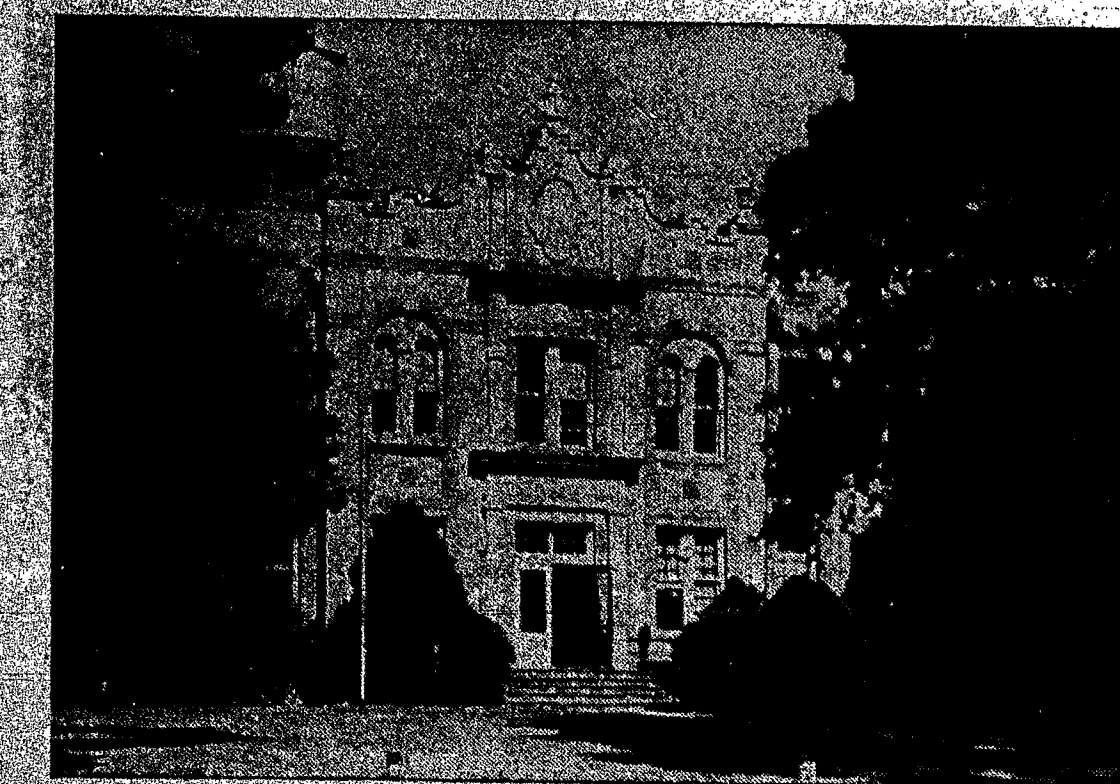
tralizing the schools. Waveland and one at Bay St. Louis. In 1899, Messrs. John V. Toulme, et al., asked \$5,000.00 out of the managers of the city for the purpose of erecting a two story frame school building. An annex was built in the



PROF. S. J. INGRAM  
Sup't City Schools

Part of 1906, during the administration of Mayor John K. Edwards. The first teacher for Bay St. Louis Public Schools was J. T. Eagan, who taught three sessions, assisted by

## BAY ST. LOUIS HIGH SCHOOL



Mrs. Felix Saucier first session, and afterwards assisted by Mr. W. W. Stockstill. Mr. Eagan was succeeded by Mr. Swindell and later Miss Jarle Drake, whose father, the Rev. J. P. Drake, was the Methodist Minister at that time. Prof. M. M. Jayne was next followed by Prof. C. E. Luusford, of Tennessee, who taught two years and was succeeded by Mr. E. F. Billington, of Gulfport.

In 1904, Sept. 21, Mr. T. L. Trawick took charge of the schools, assisted by Misses Minnie Lou Bowers, Johnnie Hart, and Mabel Cazeneuve, and gratuitously assisted by Misses Rosetta McGinnis, Florence Hart and Dora Shelby, who were students in the highest grades and who taught the younger ones sometimes, after the famous Yorkshire Method.

It was in 1906 at the end of Mr. Trawick's tenure that the Board of Trustees was regularly organized with the following members: W. J. Chapman, president; A. L. Stokoe, W. A. McDonald, Jos. E. Saucier, and Alcide Moran. From this time on complete records of the minutes of board were kept and a thirty-five year account of school affairs is thus on file in the office of Bay High.

In 1913, due to the activities of Mr. R. W. Webb, alderman for the fourth ward, a rider was tacked on to the general bond fund, for an elementary school. The school was

built on the Webb, and cost \$4,130.00. For many years it was a two-teacher school with five grades, but at present has only one teacher and three grades.

Alderman R. W. Taylor undertook the establishment of a primary school in the other end of town and in 1918 a small frame building was erected on Leonhard avenue at a cost of \$1,000. Mrs. W. W. Stockstill has been in charge there for a number of years and teaches three grades at Taylor School.

The colored school was first built in 1906—a two-story frame building—and was in use until replaced in 1939 by a modern eight room structure, all on one floor with large room adjoining which is used as either auditorium or gymnasium. It is called the Valena C. Jones School for the late wife of Bishop Robt. E. Jones, it being so designated in 1918.

Thus the public school system of Bay St. Louis comprises one main school elementary and high with all twelve grades, two ward schools and one colored school, complete with twelve grades.

In 1906, Prof. Leon Bell was principal and his faculty consisted of Miss Mary Cook, Miss May Edwards, Miss Mabel Cazeneuve, and Miss Rosetta McGinnis. Following is the list of administrators from that time to date:

Prof. R. S. Bailey, 1907-1909.  
Prof. C. E. Ives, 1909-1914.

Prof. A. L. Sutherland, 1914-1915.  
Prof. J. L. Consley, 1915-1916.  
Prof. C. R. Talbert, 1916-1920.  
Prof. T. B. Cowan, 1920-1921.  
Prof. Leon McCluer, 1921-1925.  
Prof. O. T. Harper, 1925 (died in office).  
Prof. M. E. Gillis, 1925-1926.  
Prof. S. J. Ingram, 1926 (serving at present).

Among those who served on the Board of Trustees in addition to those mentioned above were: Mr. Chas. G. Moreau, Mr. John Osolanch, Mr. W. L. Bourgeois, Dr. Fountain, Mr. C. C. Gray, Mr. Grimshaw, Mr. Harry Howe, Mr. Frank Hymel, Mr. George R. Rea, Mr. S. F. Von Ehren, Mr. Owen Crawford, Mr. George Firching, Mr. George J. Toca, Dr. A. Kergosien, Mrs. R. N. Stephens.



DR. JAMES A. EVANS

Mr. M. L. Ansley, Mr. S. L. Toquet, Mr. Charles J. Mitchell, and Mr. Donald Marshall. The last five named were serving on the board at the time the new brick building was erected in 1926 to replace the frame one built more than thirty years before.

Bay High School has one of the most modern and up-to-date school plants in the state. Several major additions were completed between 1937 and 1941. The plant includes class rooms for twelve grades, offices, a large auditorium, and gymnasium, a music room, a band department, home economics department, and cafeteria. It is a credit to the community.

The present Board of Trustees consists of Dr. J. A. Evans, president; Mrs. C. C. McDonald, Mr. Walter Gex, Jr., Mr. Roland Weston, Mr. John Damborino.

## OLD BAY ST. LOUIS HOTEL.

The old Bay St. Louis Hotel and cottages was in existence during the early nineties, corner Beach Front and Union street, and was operated when The Echo was established in 1892. It was owned and conducted by Mrs. Annie Allen, who had retired from New Orleans, where she had operated a hotel patronized by theatrical people, located near the Old St. Charles Theater and Academy of Music. Later she sold the property and they merged it with theirs.

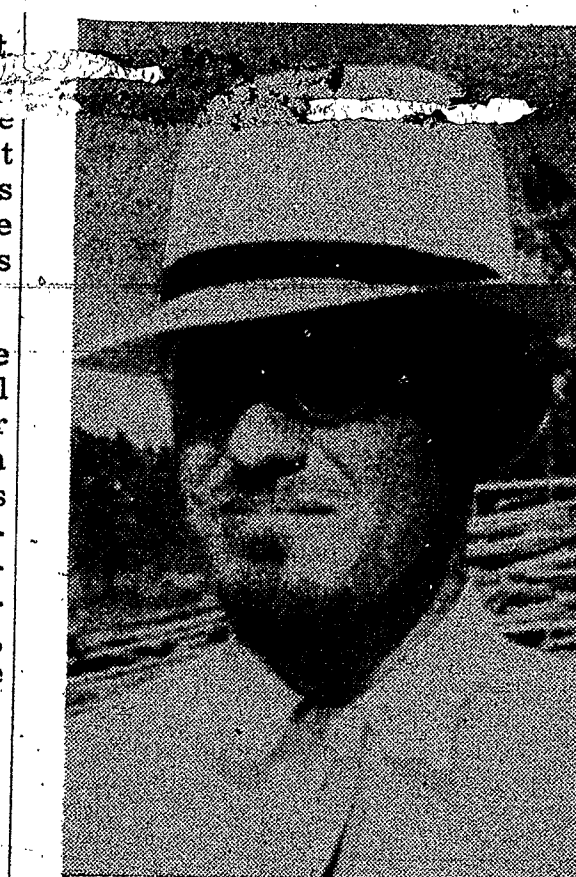
Many residents will still remember the long white buildings, built U shape, and spacious grounds. It was both a favorite summer and winter resort.

## SUMMER RESIDENTS DURING THE NINETIES.

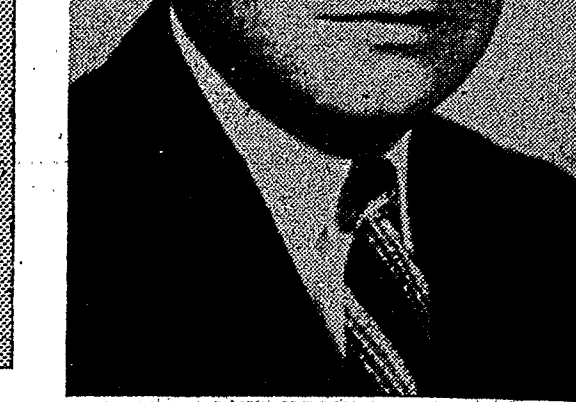
Prominent summer residents from New Orleans during "the season" in the early nineties included Mr. and Mrs. M. A. Dauphin, of Louisiana Lottery fame; Paul Conrad, Sr., Mr. and Mrs. E. H. Hellwege, Mr. and Mrs. Jules Mazerat, Mr. and Mrs. E. J. Demarest, Mr. and Mrs. Morris



MRS. C. C. McDONALD



J. ROLAND WESTON



WALTER J. GEX



JOHN DAMBORINO

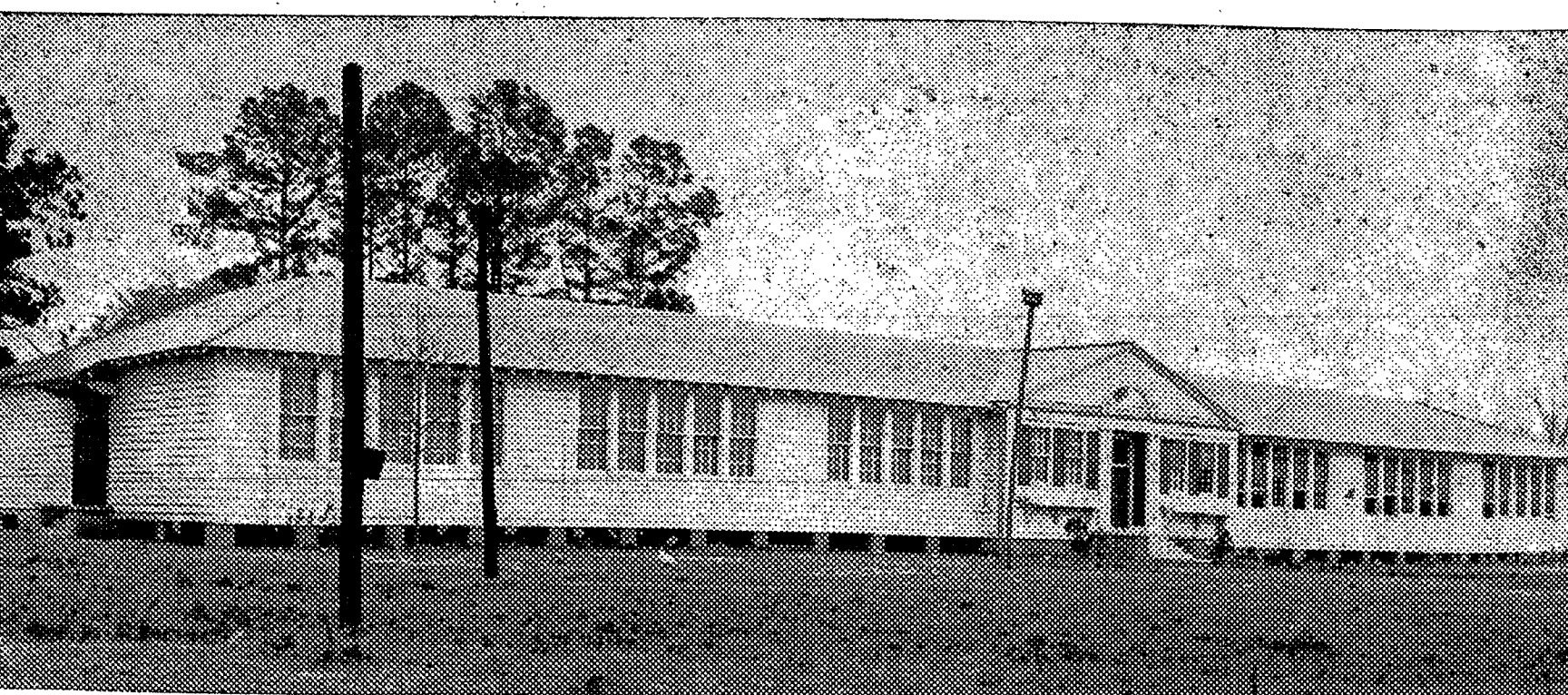
McGraw, Mr. and Mrs. Larry O'Donnell, Mr. and Mrs. Louis H. Fairchild, Mr. and Mrs. George Nicholson of the Picaune; Mr. and Mrs. E. J. Merrill, the Garvey, Solari, Blake, Tidwell, Logan, McConnell and other families. These names were taken from The Echo's original subscription list.

## HOME OF COLLECTION OF RARE ANTIQUES.



Located on Highway 90, near Hotel Reed, show rooms of unusual furniture and rare objects of art, recalling the past. Public invited.

## BAY ST. LOUIS CITY SCHOOL FOR PUBLIC COLORED.



The new colored public school, as illustrated above, was built by the present city administration, assisted with W. P. A. funds at a total cost of \$35,000. It is one of the most complete and modern structures of its kind carrying both grade and high school curricula.

# 50 Years Of Logtown History and Data; Past and Present

**Was Strictly a Sawmill Town in the Early 90s—Carres  
And Weston Family Were Pioneers—Story of Men  
Of Logtown and Vicinity of Other Days.**

BY ROY BAXTER.

REFERRING to a request from the editor of the Sea Coast Echo that I give what information I can as to the citizens and natives of Logtown as I recall them fifty years ago, I would say that my father's family moved from Handboro, Mississippi, to Logtown in the Fall of 1889, at which time I was a little boy about seven years old, and, being of an impressionable age, I well recall the good men and women I frequently saw or came in contact with about that period and their children with whom I played.

Logtown in the early nineties, was strictly a sawmill town—two lumber plants being in operation at the time. One of the mills was located on the east bank of Pearl river, south of Logtown, and was owned and operated by the E. G. Goddard Lumber Company, of Saginaw, Michigan. E. G. Goddard and his associate, a Mr. Judd, of Saginaw, were joint owners of the business. They were real enterprising Yankees and added considerably to the development of the town in the way of building several large houses for the Company's officials and employees as well as operating a commissary and erecting a large boarding house. The Goddard people also built at Logtown a large freight or lumber carrying steamer named the "DIAL," which operated on Pearl River and the Gulf of Mexico for many years afterwards. I can well remember when this steambot was launched in Logtown. It was quite an occasion.

The Goddard people employed a man from Michigan as resident manager. His name was Jerome Tinkler. He boarded with my father's family. He was a typical Yankee, gruff in manner, wore a crisp black beard which was very much in vogue those days, and if living this day and time would have been considered "hard-boiled." However, under the surface he was a very fine gentleman, and the following Christmas he personally gave to every child in the town a present. When he returned to Michigan a few years later everybody in Logtown regarded him highly. The Goddard mill ceased operations about 1893.

The other sawmill was located adjacent to the east bank of Pearl river on the north side of Boguehoma Bayou and was owned and operated by H. Weston—later The H. Weston Lumber Company—and, as Mr. Weston was about the best known man in our section of the county at the time we came to Logtown, and, as he personally gave the writer quite some data as to the early life about a year before he died in 1912, feel that your readers will be interested—especially in the career of this grand old pioneer lumberman.

In giving me an outline of his early youth, Mr. Weston stated that when a small boy he worked for his father in and about a small sawmill on the Kennebec river in Maine, he being a native of Skowhegan, that state. His work also included the rafting of logs on the river, cooking in logging camps, farming, etc., with opportunity of attending school only a few months in a year, and while his father's little sawmill was doubtless crude or insignificant compared with mills of the present day, the preliminary or rudimentary training he acquired in those pioneer days of lumbering in Maine proved of much value in equipping him for his chosen vocation which was to play such an important part in his after life.

On reaching manhood, Mr. Weston left the paternal home to come South, and, in the Fall of 1846 he arrived in New Orleans, having travelled down the Mississippi river by steamboat. Being very short of funds it was necessary that he promptly find a job of some kind in order to eat and find a place to sleep. In his search over the city seeking work, he noticed a schooner discharging

lumber on the banks of New Basin, and ascertaining that the lumber came from Gainesville, Mississippi, he arranged with the owner of the vessel to work his way over on the schooner to Gainesville. On his arrival at Gainesville he secured employment in the sawmill of W. J. Poltevent, his job being that of sawyer and general laborer. In relating this incident to me, Mr. Weston laughingly remarked that being classed as a common laborer, as well as a Yankee, he was not recognized socially by the white folks of Gainesville, as they were used to working nigger slaves and rather considered after working in Mr. Poltevent's mill for a while, he very soon earned the respect and confidence of all with whom he came in contact.

Securely Mr. Weston's services in a mill at Logtown with whom he continued for several years during which time he saved his hard-earned wages, and, in 1856, together with H. Carre and W. W. Carre bought out Mr. Wingate and operated in the name of W. W. Carre Company, Mr. Weston having a one-third interest in the business.

Mr. Weston married in 1858—his wife being Lois A. Mead, a native of this state, of which union a family of nine children were reared. During the years of the Civil War, the Carres and Mr. Weston did not operate the mill, but Mr. Weston did some farming and also made salt on the Gulf Coast at what is now known as Lakeshore, Miss., salt being badly needed at the time. While his sympathies were largely with the South in the Rebellion, for various reasons he took no active part in the conflict.

Immediately after the war, the Carres and Mr. Weston resumed operation of their mill, there being a phenomenal demand for lumber in New Orleans. In 1864 the W. W. Carre Co. liquidated, Mr. Weston retaining sole ownership of the mill in Logtown. He made quite some improvements in the plant, adding a planing mill and other needed facilities and continued on with his business with the assistance of his sons, J. S. Otis, until 1889 when he organized The H. Weston Lumber Company, a Corporation, the incorporators being Mr. Weston with J. S. Otis, J. W. Miller and H. U. Beech. The business thereby being materially expanded, the Company opened an office and a lumber yard in New Orleans.

Prior to this time Mr. Weston sold and shipped practically all of his product to New Orleans market, but in the early nineties, demand for export lumber being strong, the Company's scales were largely diverted to that channel, shipping its product by lumber carrying steamboats, schooners and barges to alongside steamships and barges at Ship Island until Gulfport Harbor was dredged after which its export deliveries went through that port.

Mr. Weston died in 1912—being on the eve of his 90th year. His first wife died in 1877. He married again in 1897 to Mrs. Ellen Poltevent McAbey who was the daughter of W. J. Poltevent for whom Mr. Weston worked in Gainesville some fifty years before. He lived to see in its zenith a large and profitable manufacturing business of which he was justly proud.

As to Mr. Weston's family I am only going to briefly refer to those of his sons and daughters whom I knew and frequently saw some fifty years ago; Asa, Horatio, Conie, John, David and Coburn, and his two daughters—Miss Addie and Miss Lois. Each of his sons occupied an important part in the affairs of the town and State in later years, especially in a business and social way. Asa, the eldest son, one of the directors of the company, was a prominent Mason and Church worker. Horatio, the next in age, at the time we came to Logtown, had been in the lumber business; Conie watched all

the shipping and the other three sons were employed between the mill and the New Orleans office. They were all industrious and Mr. Weston saw to it that each one of his boys had a job and also impressed them with the fact that they must keep busy. This no doubt accounts for their noticeable success in after life, including their respective families.

## Henry Carre.

Another benevolent and prominent gentleman whom I greatly admired as a little boy in the early nineties, was Mr. H. Carre. At the time we came to Logtown in 1889 Mr. Carre had already retired from the sawmill business and was confining himself mostly to farming. He was a man of considerable wealth for that day and time, being a large land owner, was a highly educated gentleman, a leader in the Methodist Church, and while aristocratic or aristocratic, he was always approachable and genial, both he and his wife, Mrs. J. S. Otis, were always white hair, being loved by every one for their many charities. They had one daughter, Mrs. J. S. Otis.

## Dr. J. A. Mead.

In 1889 or early 90s there was only one doctor in the community—Dr. John Ames Mead, a native of Lowell, Mass. He had been in the South many years before our coming to Logtown and in fact had served in the yellow fever epidemic of 1878. He attended Amherst College and was a graduate of Harvard Medical School. He had a large practice and was favorably and well known over the county in his profession. He married Amelia Russ Mead in 1880 to whom two children were born, John Artemus Mead (now Dr. J. A. Mead of Hattiesburg) and Miss Abbie Mead (now Mrs. D. L. Russ of Logtown).

## Uncle Bully Lott.

Living a few miles from Logtown on the old Bay St. Louis road, was an old and benevolent citizen I frequently saw as a little boy. Mr. Jesse Lott—famously called Uncle Bully. He had a large home, considerable lands, a large and successful cattle raiser, farmer and timberman. He was known for his hospitality, his home being open to a large number of friends and relatives—especially on Sundays. He reared a large family of fine boys and girls and both Mr. Lott and his good wife had a host of friends throughout south Mississippi.

## The Koch Family.

Another interesting as well as beautiful character whom I enjoyed being around as a little boy was Captain Christie Koch, a native of Denmark, and the original owner of Boguehoma.

Boguehoma then, as is now, was one of the most attractive places in the county. Captain Christie was a successful farmer, a raiser and breeder of fine cattle, did a timber and logging business and also owned an interest in the freight and passenger steamer "Sarah."

He was also a horticulturist and it was a great pleasure for we children to be permitted to go through his beautiful gardens and see the rare and rare and rare flowers he continually had blossoming in his hot houses as well as the choice fruits and vegetables he grew in or out of season. In our youthful mind, it seemed that he only had to touch a plant to make it alive and produce. Things were always blossoming at Boguehoma.

One of the first things we saw on entering the estate was the beautiful inland lake of clear water surrounded by low hills and spreading oak trees in which the average fisherman would delight, or, as boys could go in swimming—raw; or the old boat house in which there were several skiffs if we wished a boat ride. In his forests and meadows birds of every description were his pets, including squirrels, rabbits and various wild animals which he never permitted any one to shoot or molest. Fifty years ago Boguehoma seemed like an Eden to us with Captain Christie as its keeper. His beautiful and vine-clad home was always open to everyone, and, on Sunday afternoons it was no unusual sight to see a cavalcade of horses and

## WAVELAND'S STATELY TOWN HALL



Waveland's Town Hall, built and paid for with cash from the treasury to advantage. It is well divided. The council chamber is large and serves as an assembly hall, the secretary has his office, and on the west side of the dividing hall are places for federal and local project work.

buggies or wagons in front of his home with visitors who were always welcome. He only lived a few years after we came to Logtown, although he was quite hale and hearty up to the time of his death.

I never knew Captain Christie's wife, as she died before our time, but frequently saw his sons and daughters. Those I recall in 1890 were Captain Emile, Captain Stanley and Captain Frank, each of them having the title of Captain for the reason that the greater part of their life was on steamboats and schooners.

Captain Frank and Captain Stanley operated the freight and passenger steamer "Sarah," plying between Logtown and New Orleans, the former being its pilot and navigation officer and the latter its engineer. As stated above, Captain Christie owned an interest in this steamer. Captain Emile was also a schooner captain as well as a steamboat pilot, but he also assisted Captain Christie (his father) on the farm at Boguehoma when not engaged in water transportation.

The daughters whom I frequently saw as a little boy were Miss Sena, Miss Lucy and Miss Nettie. The two former ladies married in the early nineties, but Miss Nettie (everybody always calls her "Aunt Nettie") has remained a spinster and is still at Boguehoma to welcome us as she did a half century ago.

Captain Frank Koch and his family lived a short distance from the paternal home. His wife was Sarah Summers of which union there were three sons and two daughters. Captain Stanley Koch also had a home adjoining his father's property. His wife, whom we always called "Miss Lauretta," was a native of Denmark. They reared two sons and two daughters. Mrs. Lauretta Koch is still living, residing with her youngest daughter in Jackson. I do not recall the name of Captain Emile's wife, as she died many years ago, but they lived on the north side of Boguehoma Branch and had five sons and two daughters all of whom survive their parents.

## The Casanova Family.

I knew five of the brothers—all men in their prime some fifty-years ago. The first one I refer to is Mr. John Casanova, whom I think was the eldest. He was well educated, was a lumber inspector and tallyman, owned his own home in Logtown and had several children. The next was Jules Casanova. He was married and owned his own home, but had no children. For years he measured logs in Weston's mill. The third, Mr. Joe Casanova had a large home, his wife being a Miss Asher, from which union they reared a fine family of splendid boys and girls. Mr. Joe Casanova was a strong and healthy man and was employed in a saw mill at Pearlinton and later at Logtown. He was very ambitious, provided well for his family and a wonderful citizen. Tom Casanova also lived in his own home, his wife being Mamie away.

Hinkle. He was employed by the Westons, very ambitious for the welfare of his children, sending several of them to college. I always considered him as among our best citizens. The last—Frank Casanova—was a carpenter by trade. He had several boys with whom I played when as a little boy.

## The Osborne Families.

There were two brothers—Mr. Jim and Mr. Jim as we always referred to them. Mr. Doug Osborne was a strong and robust man when I first knew him. He and his wife had a nice home in Logtown. He was very industrious, raised a large family of splendid boys and girls. He had a keen sense of humor, was a splendid (Continued on next page)

## CHARLES TRAUB, JR. HAS SERVED THE CITY WELL AS ALDERMAN



## CHARLES TRAUB, JR.

Captain Charles Traub, Jr., formerly of the New Orleans police force, on his retirement, moved to Bay St. Louis with his family to spend the balance of his time in relaxation after serving the city of New Orleans well and over a long period.

Becoming a citizen of Bay St. Louis, a man of progressive and constructive ideas, he was elected Alderman from the First Ward under the aldermanic form of government, and served the prescribed two-year term from 1926 to 1928.

Following this he was elected mayor of the commission form of government, and served the first five-year term from 1928 to 1933, giving the city a conservative and most progressive administration. He is a member of the Spanish-American War Veterans and has served as a state officer. Mr. Traub is active and affiliated with every movement calculated to serve the better interests of Bay St. Louis and its citizens.

His family consists of Mrs. Traub, two sons, Charles and Warren, and grandson, Charles Traub, III. His wife, Mrs. Traub, recently passed.



## LOGTOWN (Cont'd)

penmanship in which he was greatly gifted. We used the old blue book, McGuffey's First, Second, Third and Fourth Readers. He was of course coming from the readers together with Davis' Old Practical Arithmetic which contained quite some knotty problems. For those of us who were unruly, Prof. Courge did not hesitate to vigorously use the rod as I vividly recall from personal, painful experience. He opened school at eight o'clock in the mornings and closed at four in the afternoons—provided we were not kept in for some lack of duty or naughtiness. He was our friend whom we loved.

**John Nelson.** He was a native of Denmark coming to Logtown just before 1890. He married Hannah Kohler, a native of this place, to whom two children were born—a boy and a girl. He worked in saw mills, did carpenter work and has always been a fine and loyal citizen, owning his own home. He and his family still living in Logtown.

**Captain Samuel Favre.** He lived at Poplar Branch—just outside of Logtown. He was a man of considerable means, owning a schooner, a fine house and a fine collection of books. He and his family still living in Logtown.

**John W. Baxter.** He was the writer's father, my mother being Lillie Huddleton. Father was a native of South Carolina, having come to Mississippi in 1849. He served throughout the Civil War as a Confederate soldier, after which he settled in Handsboro, Miss., where he married my mother, and where seven of our children were born. We moved to Logtown in 1889. Father was a mechanist by trade.

**June R. Russ.** He was a native of Pearlington, coming to Logtown in the early nineties. He married Vie Swetman, a Logtown girl. He ran a store in Logtown which he personally owned. Mr. and Mrs. Russ are still living, residing in Gulfport. They had one daughter—Mrs. Clara Carver, also living in Gulfport.

**Prof. Courge.** When we came to Logtown in 1889, he was immediately sent to public school as a log house. Prof. Courge was the teacher. He taught reading, writing and arithmetic, and especially

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J. SIDNEY OTIS

**John Sidney Otis.** We first met him in 1889—52 years ago; in fact, when we moved from Handsboro and landed on the river bank at Logtown, J. S. Otis was the first man I met. My father's family and welcome us to our new home. In all the years that followed and up to his death in 1928, the result of an automobile accident, he was always one of our most useful and outstanding citizens, and frankly, we considered him as one of the best men we ever knew.

His personal family record, which I recently secured from his daughter is as follows: Born at Handsboro, Mississippi, December 25, 1858, being the only child of Sidney Otis, a native of Jefferson county, New York, and Margaret Vermelle Baxter, a native of Sumpter county, South Carolina, his father, however, dying a few weeks before his birth a victim of the yellow fever epidemic in 1858.

Mr. Otis lived with his widowed mother in Handsboro as a little boy until several years following the Civil War after which he and his mother moved to Gainesville, Miss.

During this period he had the advantage of private and public schools and he later studied in New York, including a business course in a college at Jackson, Miss.

In 1876 Mr. H. Weston, appreciating Mr. Otis' ability, gave him a position of trust and responsibility in his business at Logtown with whom he remained until the organization of The H. Weston Lumber Company, Mr. Otis being one of its original incorporators as well as active executive of the company, which position he held for the rest of his life. In later years he was President of Union Lumber Company, of Oregon and British Columbia; a director in Louisiana-Mexican Timber & Investment Co., of Chihuahua, Mexico, and also interested in numerous other enterprises—including Hibernia Bank & Trust Company, New Orleans, of which he was a director for many years.

He was also an active and consistent member of the Logtown Methodist Church with which he united in his early youth—and was superintendent of its Sunday School for 20 years. He was further a 32 degree Mason, having served as Master of the Logtown Lodge in Logtown for several years as well as Worthy Patron of the Order of the Eastern Star. He also served continuously on the board of stewards of the Methodist Church for about 40 years, and for several terms was President of Seashore Camp Ground School at Biloxi.

In 1884 he married Viola Amelia Carre, daughter of Henry Carre, of which union two daughters and four sons were reared, all of which survive him, including Mrs. Otis, excepting the eldest son, Henry, who died about 36 years ago.

Among the other families and heads of families I recall 50 years ago were several brothers; the Hollemans; Mr. and Mrs. James Mitchell, parents of the late Charles Mitchell of Bay St. Louis; J. D. Jones and his wife, and Mrs. Jennie Seal, mother of Leo Seal of Hancock Bank.

**The Churches.** When we first came to Logtown there was only one church—the "Rev. Adams and Rev. Downer. They were Methodists and services were held twice a month. A Baptist minister, the Rev. Sybley, occasionally preached, including another Baptist minister—the Rev. Bowen.

In those days practically everybody in Logtown attended church as well as Sunday School. Of course there were others who lived in Logtown at the period we are writing about, but space does not permit our referring to all of them. At any rate, those I have mentioned and their families, as well as those I do not mention, were a wonderful people and a real inspiration to me in my after life.

The good people of Logtown in 1890 knew nothing of social security. They were industrious and frugal and to express it plainly—they worked for what they got. We join with the sons and daughters of the various families in revering their memory.

## PHYSICIANS OF YESTERDAY AND TODAY.

When The Echo was established in the early Nineties there were two prominent physicians. Dr. R. J. Turner, of blessed memory, and Dr. W. B. Rohmer were the chief practicing physicians, not omitting the famous Dr. H. von Gohren, surgeon and physician. Dr. Manor and Dr. Rush came in later years, both victims of the flu. Dr. Manor coming here to help the famous Dr. Roger de Montluzin, who because of partial invalidism was unable to take care of all his practice. Dr. C. L. Horton followed with Dr. Alvah P. Smith and Dr. Marion J. Wolfe, the latter more recently, and the last three living and well taking care of the ailing of today.

## WAVELAND HAS OWN CATHOLIC PARISH; ST. CLAIRE'S CHURCH

Located Near Spot Where Gen. Andrew Jackson's Nephew Built House in 1838—Destroyed By Fire September 30, 1935—Story of Waveland and Vicinity Valuable and Interesting Historical Data.

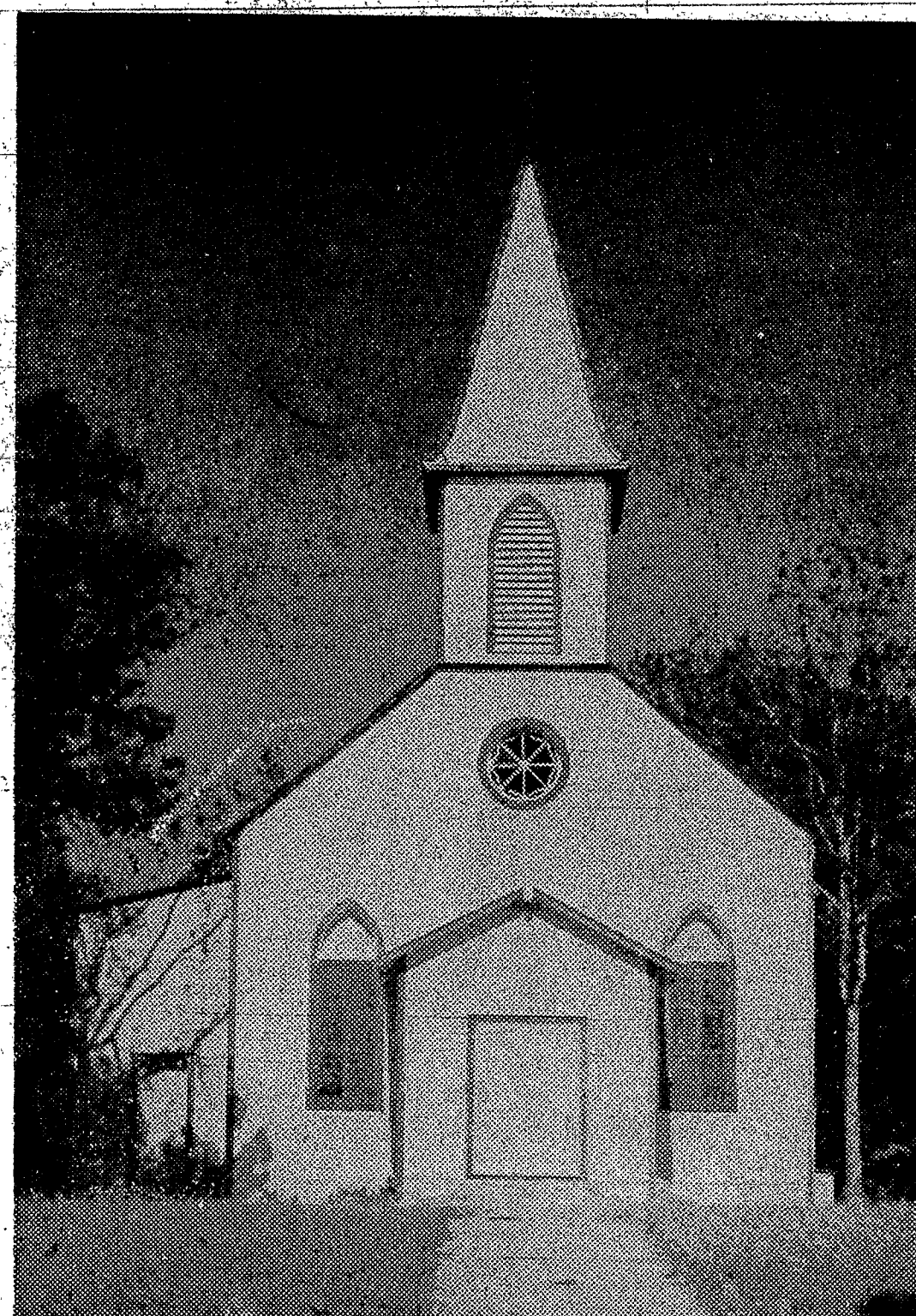
BY REV. M. J. COSTELLO

In this article it is not the intention of the writer to go into details but rather to touch on the main features which may be of interest to his readers. Since of necessity it must be brief. Historically speaking very little is known of the district south of latitude north 31 degrees, as that was the southern boundary of the United States set by Andrew Ellicott in 1798.

The section between Texas and Louisiana, which was the limit of the property of Don Juan de Urea and his son, was first claimed by Governor Gorey of Jamaica in 1519 as a result of the explorations of Pineda, whom the governor had sent out in the hope of discovering a western

originally called by the Indians Hes-tap Acha. No authentic history has been written of this division and the veracity of local traditions is in most cases very doubtful and cannot be relied upon with certainty even in matters of the utmost importance. It is commonly believed that Pass Christian was named after one of Bienville's lieutenants, and—Pass Maryanne after Marian Draco. Both are incorrect as the former was evaded into Christianity and the latter who gave her name to the Pass. Anttas, Christiana held this part of the coast for over forty years from 1775 onward.

Another tradition seems to have gone away with Iberville's landing



ST. CLAIRE'S CHURCH, WAVELAND, MISS.

route to the "land of the spices," Japan, India, etc. After being abandoned by the French in the early part of the 17th century the district remained unpeopled until after the defeat of the English in East and West Florida by the Spaniards between 1779 and 1781.

Waveland was part of Bay St. Louis district until comparatively recent years. Its original name was Chuk-apulou, in Choctaw meaning "bad point," and was the Indian name for rock-a-chaw or sand spur. The Biloxi Indians occupied the section below latitude north 31 degrees, and between Bayou St. John at New Orleans and Pascagoula which was

at Back Bay Biloxi. Emanuel Suarez and his wife lived here during the civil war. Mrs. Suarez was a devout Catholic and being unable to hear Mass the kindly Emanuel built a little church for her and going down to the beach erected a wooden cross so as to attract the attention of any priest who might be passing through the adjacent waters by boat. The war came; federal gun boats began to shell Biloxi, the Meaut family lived there thought it safer to get out and so crossed over to the north shore settling down beside the Suarez family. After two years the wooden cross rotted away then it was that Emanuel went to Handsboro, had an

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OUR CONGRATULATIONS TO THE SEA COAST ECHO ON ITS ANNIVERSARY

FOR THE VERY BEST GOODS AT THE LOWEST POSSIBLE PRICES

JOS. Di BENEDETTO

PHONE 233 ON THE BEACH BAY ST. LOUIS, MISS.



REV. M. J. COSTELLO, Pastor.

iron cross made and with the help of two colored men erected it on the original site of the wooden cross mentioned above. It is believed that local traditional theories cannot be always relied upon.

## Name of Waveland

Waveland is a suggestive name. Suggestive of a land made musical by the swish of waters and the creamy crush of billows on the beach. A place where sparkling waters stretch unbroken to the horizon's edge and where waves in never-ending succession, march in long ranks, to roll their slow and slumberous lengths on the sandy shore. The town does not belie its name; stretched as it is, for five miles along the coast, it receives all that nature can do to make it a veritable land of the waves as well as of the soft salt sea breeze. Waveland is fifty miles from New Orleans, on the Louisville and Nashville Railroad, and is the nearest of that series of summer resorts that lie scattered along the coast of the Mexican Gulf from Lake Borgne nearly to the beginning of Mobile Bay. All of these Gulf towns are nothing more or less than outlying suburbs of the Crescent City and nearly a fourth of the fashionable people of New Orleans spend their summer in them. Especially does Waveland deserve the title of suburb, for cottages are occupied by business men of New Orleans who spend the entire summer here with their families, going into the City once or twice a week, or commuting daily to attend to their business affairs.

Waveland principally consists of a winding concrete road along the beach backed by a single row of houses. From this beach boulevard streets and avenues to the number of a dozen run at right angles, mostly through the piney woods and live oaks. Waveland is not a country town it is simply a residence portion of New Orleans and on account of its proximity to the latter, has enjoyed by far the greatest portion of their patronage.

The house of Andrew Jackson's nephew flanks the extreme west of Waveland. This is indeed an historical landmark. Built for General Jackson in 1838 it was accidentally destroyed by fire on September 30, 1935. Some four miles below this landmark the two hundred and fifty thousand dollar concrete boulevard and sea wall protection begins and follow the sweep of the coast line for over five miles till it joins Bay St. Louis. Along this spacious driveway are the cottages, white and vine-covered, dotted at irregular intervals, in front is the shallow-swept expanse of the Mississippi Sound, whitened here and there by a glittering sail. The sweep of shore is a pure wide crescent and Pass Christian may be seen on its taut purple headland which tapers into a hazy thread and is lost between ocean and sky. On the other side, indistinctly in the distance the outlines of St. Joe's lighthouse, so dreamily far that it seems to sentinel the outposts of creation. Point Clear, which I find was inadvertently applied to Waveland, juts out from the mainland just beyond Bayou Cadet and stretches its long arm towards St. Joe's. It was between Point Clear and Grand Isle that an engagement took place be-

between the English fleet and that of the United States led by Commodore Jones.

So much for the casual view, situation and material side of Waveland. As regards the parish itself there is very little of historical value, since it is still in its infancy having only reached its twenty-second birthday this year. In 1721, January 5th, there landed at Ship Island, in charge of Sisters Gertrude and Louise, the first shipment of Gassettes—girls by the royalty of France, for the purpose of contracting marriage with the men already in this territory. At the same time there were only two priests in this province, one at Yazoo and the other at New Orleans. There was always a chaplain at New Orleans and on this occasion Father Charlesvoix (1720-1722) came out to perform the marriage ceremonies, consequently it may be safely said that he was the first priest to visit the Mississippi coast and in doing so must have passed through Waveland. However his was only a casual visit. The first resident Catholic priest on this coast was Father Buteaux, after him there were frequent visits by priests until 1837 when Father Buteaux built a church at Bay St. Louis, from here he journeyed to Waveland and continued "along the river, this latter phrase when taken in this setting must mean Pearl River and thus that section known as Pearlington.

Waveland Catholics continued to go to the Bay Church till 1881 when St. Claire was built by Father LeDuc. Emile Carriere, president of the citizens bank of New Orleans receives honorable mention for his generosity in helping towards the founding of the church. In 1882 the church was dedicated and the following year, July 15th, Bishop Janssens blessed the bell. The Catholic population at that time was about one hundred and seventy-six. Mass continued to be said occasionally on week days by Father LeDuc when Mass was celebrated frequently on Sundays and then a further development

of mass was held. In 1883 Father Blanc or one of the successors held regular services on Sundays and this was continued by his successors from the Bay without interruption.

## Becomes Separate Parish

July 1st, 1919 Waveland became a separate parish and the Rev. M. J. Costello was appointed its first pastor. This was done by the then Bishop, the Most Rev. John E. Gunn, who purchased the adjacent ground from the Jesuit Fathers and built thereon the present rectory. In 1905 the church had been enlarged to practically double its original size, and in 1908 a further enlargement became necessary in order to accommodate the visitors from New Orleans, eighty per cent of whom are Catholics. In addition to the main church here in Waveland we have also the mission church of St. Ann at Clermont. Here Mass is said occasionally but the distance is so short—not quite three miles—that the greater portion of the Clermont people attend St. Claire's.

This brief outline brings us to the present year and asks what does Waveland in the years to come. We hope for the future that the good work begun by Father Buteaux will be continued and that Waveland will maintain its place of importance on the Coast.

## LOUISVILLE &amp; NASHVILLE R. R.

The Louisville & Nashville Railroad Company has been a major contributing force to the development and upbuilding of Bay St. Louis and the seacoast generally. Built some seventy-five years ago, the L. & N. opened up a new country that had given people a fine country in which to live and enabled transportation whereby they may come and go in summing up the progress of the past half century it must not be forgotten the L. & N. has played an important role. The company is perhaps the biggest tax-payer to the county, thus relieving the individual tax-payer of part of the burden.

## CLIFTON HOTEL WAS THE SCENE OF HAPPY DAYS



THE CLIFTON HOTEL

Destroyed by fire November 1907, in the great conflagration destroying church and convent, the Clifton Hotel proved a decided loss to Bay St. Louis since it was not rebuilt by its owners of that time, Mrs. Mary E. Markey, a most likable woman and one of God's noblest creatures. The Clifton Hotel was as far back as memory serves in the late eighties the dwelling house of the late Lucien M. Goyet and his family, a summer residence. Then later it became the property of E. R. Chevally and the latter conducting a family hotel for a number of years. Then in the time of the gay nineties it became the property of Miss Markey, who built the two wings added to the main dwelling, and which gave many additional rooms with added improvements. Miss Markey was a most likable personality and was well and widely known and her management of the hotel proved a success in more ways than one. It was the gay center in summer of the elite from New Orleans, the place where people enjoyed their stay. A pavilion built on the beach side served for many parties and dances. Bay St. Louis friends were always invited to the hotel socials.

When the building was destroyed Miss Markey sold the property to her brother, Mr. John Markey, who built a summer home thereon, the present dwelling owned and occupied by Mr. and Mrs. Wallace Carthing. The Clifton, named after the famous Clifton Hotel at Niagara Falls, is a pleasant memory to all who knew the place and enjoyed Miss Markey's hospitality.

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LADIES READY-TO-WEAR  
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A DEPARTMENT STORE FOR LADIES, CHILDREN AND GENTLEMEN

Opposite L. & N. Depot Bay St. Louis, Miss.

In 1939 The Echo Congratulated This Company On Its Fiftieth Anniversary

Now, we are happy to have the pleasure and honor of returning this compliment to The Sea Coast Echo and its publisher, Charles G. Moreau.



THE H. WESTON LUMBER CO.



## LEO W. SEAL, OF HANCOCK IS OUTSTANDING BANKER

ated with the firm of the H. Weston Lumber Company, and later became cashier of the then Hancock County Bank, Bay St. Louis. In this capacity he served for several years, while Mr. H. S. Weston was president. At the death of Mr. Weston some years ago the board of directors unanimously elected him president, and as such he has served ever since, the head of one bank in three—in Bay St. Louis, Pass Christian and Gulfport.

As a financier he is held in high regard by men in that class. His knowledge of bonds, their value and desirability and all that concerns such values, he is eminently well posted. In fact, he is a recognized authority and his counsel is frequently sought in matters of this kind.

Mr. Seal is widely identified with various State interests. Under Gov. Bilbo's administration he was a member of the Board of Trustees of Mississippi College, a colonel on the staff of Governor Hugh White. He is a member of the Mississippi State Banking Association, director of the Lamar Life Insurance Company and a director of the Mississippi Power Company.

He has been a member of the Boston Club at New Orleans for over twenty years.

In addition to all his business responsibilities, Mr. Seal is quite a student. At night, as a surcease from the day's toil, he spends hours reading—books on economics, travel and history and biography, not caring much for fiction. He is well read on banking and versed in the chronicles of current events and their interpretive significance.

Mr. Seal married Miss Rebecca Baxter, of Logtown, in 1911. They have a son, Leo W., in high school, and a younger daughter, Virginia. Mr. Seal has ever been a booster of Bay St. Louis and the Mississippi Gulf Coast.

## IN MEMORY OF THE PRIDE OF ONE WHO SERVED THE PUBLIC



SENATOR PAT HARRISON

Here is a picture of Senator Pat Harrison in his prime. He served this section of the State for many years. At this time, he gave his very best, his all for a period of thirty years to serving the nation in the Halls of Congress, first as a Congressman and spending the major portion of his life in the Senate, where he was chairman of the all-powerful finance committee. He ranked high and was deserving of the honors that came to him. He served well. In fact, he gave his life, sacrificing his health.

This section of the Mississippi Gulf Coast has been truly called fisherman's paradise. There are both fresh and salt water fishing, summer and winter alike. Also hunting, in season, for those who prefer the sport of dog and gun.

There is no citizen more representative and who is one of its most potential assets.

## HANCOCK BANK EXTENDS GROWTH OVER TO OTHER MISS. GULF COAST TOWNS

Established Forty Years Ago It Has Constantly Forged Ahead and Today Its Total Resources Total Over Four Million Dollars—An Outstanding Institution Of This Section.

The Hancock County Bank may well be termed the pioneer bank of the Mississippi Gulf Coast, especially in the west section of the coast, organized here in 1899, and has enjoyed a continued growth during its forty years of existence.

Peter Heltwege of New Orleans was the first president while Eugene H. Roberts was vice president, with a board of directors that guided its destinies to a place of position and trust. The Dunbars, George H. and Frank B. of New Orleans and Bay St. Louis, were among the original promoters and organizers, who continued to pass on to more recent times when Horatio S. Weston and his associates succeeded to the gentleman who had retired and subsequently passed away.

Leo W. Seal has been president for over a decade, and S. L. Engman vice president, with a board of directors of substantial business and professional men.

The Hancock Bank has progressed in such manner that it had extended its operations to other cities, namely, Pass Christian and Gulfport, doing a thriving business in both sections along the Coast for the reason the Hancock Bank enjoys the confidence and has a clientele from a section covering a wide territory of the coast and southern portion of the State.

Assets of the bank in the three cities total over four million dollars, with deposits and general assets commensurate with such total. Such

## G. E. TEMPLET HAS LONG SERVED THE COMMUNITY WELL

Coming to Bay St. Louis during the late nineties, G. E. Templet for many years has been a resident and business man of this section for a long time and during that period has identified himself with the best interest of the community.

He came to this section when the bicycle craze was on. Being an expert watch repairer and jeweler, in addition to this business, he opened a bicycle repair shop, aided by his brother, the late Emile Templet. This shop occupied the building on the beach that was made vacant when The Echo moved into its own building.

Mr. Templet is extremely obliging and accommodating and enjoys the esteem of the community. He has been one of its builders and continues to take part in the daily affairs of men.

He has truly been one of the constructive factors of Bay St. Louis during the past half century.

## CHARACTER LETTERS IN DIALECT THAT PROVED POPULAR

Jacques Pistache and Fuller Bull Letters That Were Eagerly Read For Many Years.

Harry Stuart Saucier, of Bay St. Louis for possibly twenty-five years or more regaled the local readers of The Sea Coast Echo with character letters written in dialect. First the country boy written under the name of Reuben Pitchfork, a severe critic of local odds and ends in a humorous vein; then Jacques Pistache who wrote letters in the supposed local Creole dialect from the backwoods of long time ago, and finally the Fuller Bull Letters which covered such field as the name would indicate.

In tribute to the times when these letters were popular and reviving their memory, Mr. Saucier has especially written two such letters for the Golden Jubilee Anniversary Edition, as follows:

## Jacques Pistache

Cher Ami Coco;  
I take ma pen in han fo rite yo, mai dats been one long time wat pass dat an mabe we bote been lazy, hein? Yo see, Coco, de boss of dem Echo she call me down in one letters wat I git lottre jour. Hees tell me dat le Sea Coast Echo her shees goin have one birtdays soon an she goin make 50 years ole. Wat yo tink dat, Coco? Yo din no yo was dat ole, hein? Anyhow M'sieu Charlie say dat shees goin be one Goldin Jubilee an hees goin take de lid off de news pot an let her bile over for dis time, dats goin be de mo fines fo de Coas' wat dey never did eat, yas.

Yo no, Coco das been long time wat me I'm been way from de ole home yas. I move my familie ici in Lafayette (Dey make dis towns in l'honneur de General Lafayette) some yr pass an das good places, yas. Ici us got de mo Cadien countries wat dey got. De firs Cadien wat come was stop down by St. Martinsville, on Bayou Teche, dats where Mamselle Evangeline Labiche was stay an dey one monuments fo her by de church an dey got one big oak trees wat dey call Evangeline oak, dats de place where Mamselle Labiche have one dates wid one fellows name Gabriel: she wait fo dat fella fo long time an he never show up, so she die, mai de Cadien never fogot an cause shees fine gal dey make dat monuments. De head buster now is one fella wat dey calls Couzin Dud LeBlanc. shees de Gran Marshal of de parade. Yas dats fine peep ici, dey elder give yo all day got o' fite yo, anything fo pless yo.

Me I got some good fren ici, one wat dey calls Edmond wat run one restaurants. De odder nite dey got one fellas wat come by New Iberia an was brag bout hees town, he was tell Edmond dat dey got de mo cheepes Crawfish Bisque by hees places wat sell fo ten cent. Edmond jump up an say: "Hol on podna, nobody kin make dem bisque dat cheep, fo by de time yo put all dem different ingredients in dare she sho costes money an yo got fo ax mo. Me I sell do mo bes Bisque de l'ecrevisse wat yo never did eat."

Edmond was tellin me dat shees wife was gone by hees mamma an Edmond was goin surprise her wen she come back wid dem Ven-a shun blind on dem winders. Edmond he sho fool bout dem wife, yas.

Me I took one trip down by Spanish Lake where ma fren Leonce have one fine places an sell all good ting fo eat. He got de front all feex up in Neon light. So i say, "Leonce yo sho got de place look fine hein?" "Yas, Jacques, wo cant beet dem Neon light fo be look prutt y." Den de telephone bell ring an Leonce anser: "Hello, hello! Who dat talk, hein? Operashun, operashun, wats de madders? Doggon, me I doan like dat telefome, Jacques, yo always got troub wid dat, if I go ax fo close about de operashun give me far away, an mos de time she say de line hees bizness. No I doan like dat, mai wat

## DR. A. A. KERGOSIEN SERVED PUBLIC BOTH IN PUBLIC, PRIVATELY



DR. A. A. KERGOSIEN

A son of the late Adolph Kergosien, Dr. Kergosien was born December 2, 1878, and passed away on April 24, 1939—in the very zenith of life, and who was of much usefulness to Hancock county and its citizenry.

Endowed with ability and fired with the zeal of ambition in order he may in the years to come to be of greater service to his people and humanity, after leaving college young Kergosien matriculated at University of Louisville, Ky., for the study of medicine and from which he graduated as physician and surgeon. Serving a year or more of internship at Tulane and charity hospital at New Orleans, he returned to his native land and began the practice of medicine in the country section, a hard profession to practice since he had to travel on horseback in those days of other years.

In the meantime, while studying medicine, he married Miss Lavina Cuevas, of Fenton, which union was blessed with two daughters, Miss Clara Kergosien and Miss Muriel Kergosien, and five sons, Emmett J., of Bogalusa, La., Horace L. Kergosien, sheriff of Hancock county, Laurent L. and Ogden Kergosien, of Bay St. Louis, and Charles Kergosien, U. S. N. Coast Guard service, stationed at Mobile.

After a number of years practicing medicine, serving the sick and distressed over a wide territory, and during which time he was the physician for the Edward Hines Lumber Company, at Kiln, he was urged to allow his name to be used as a candidate for the office of Chancery and circuit Court in 1911. He was elected and served the county for four consecutive terms of four years each—from January 1912 to the end of 1928. Owing to continued failing health he was forced to retire from active life when he was succeeded by his deputy clerk, A. G. Favre, who has held the trust since.

Active in every public endeavor, affiliated with every movement for the betterment of the county and dedicating his life to the service of his fellowmen in the most unselfish manner, Dr. Kergosien was easily one of the outstanding men of this section, a man who well took part in the fifty-year history of this section which The Echo is marking with his commemorative edition.

yo goin, yo got fo hav heem ici anyhow.

Yo no, Coco, dats bad ting wen yo hard hearin, hein? yestady on main st. I had fo laff, one fella wat was hard hearin have on lil puppy dogs in hees arm, he meet nodder fella an dis is wat dey say: "Hello, Jean, Nice dogs yo got, hein?"

"No, Breaux Bridge."  
"Wat yo have fo pay fo heem?"  
"Cocka-Spanyell"  
"Dey got some mo like dat, Jean?"  
"Five dollar"

"I say, Jean, yo tink me I git one?"  
"I guess so, cause I got de las one."  
Needer one fella o' de odder no any mo den wen he start, hein? Yas dats bad wen yo got fo guess wat de odder fella say. Mai some time wen yo kin hear tings dey make go fittin mad, like ma fren Phrozin Guidry. I meet Phrozin by de church las Sunday

an she she was mad, I say "Wat de madder, Guidry?" An he tell me dat she was call up before de Draft Bode and one mans pass de insult on Phrozin. It look like he was ax fo mo time so kin feexhees cotton wen som fresh fellas pass de remarks dat maybe Phrozin was skeerd fo go by de war. Dat made heem mad an he tell me dat dem Bode fellas ain got de brane of a musketeer hark an de firs time he meet dat fellas on de street hees goin pass hees han in dat fellas face. Dey doan no dat Guidry, shees got de grits of a lions, yo see him so.

Doan fool yosef bout dees peep, dey all brave mans, yas, an I bet eef Adolf Hitler ever lan close about icl dey sho wood make Cooch-Cooch wid heem.

Coco, tak bout de war, yo better stay ware yo at, cause eef hard time come yo feex up wid crab, fish an oshier, hein? Yas an dats ware me I breeng dat familie back home.

All de time yo fren

## COLUMN DE BULL

By FULLER BULL

Waveland? Oh yes, I gotcha now, that's a burg wat claims sorto Siamese kin to Bay St. Louis an firs cuz to Clermont, an Lake Shore. Quiet, did yo say? Well, that's accordin to when you're reportin—I seen it so durn quiet there that a guy coulda stood on the depot an listen to the sad sea waves slappin the san-bars. Then again, buddy, I seen the Capital of the king Bourgeois clan bust out into comethin wat'd take a war reporter to unravel on a typewriter; why, jus the other day that happened, me an Vic Lavana (you know, "You Jessie!") was on his porch swiggin—or a, Ioe Tea, when a lady from close by come in an says: "Don't you folks hear them artful noises whate comin from the beach? Sounds us like a kinda thwack krieg (she been readin bout th war, I reckon) an somethin arter be done about it!"

So me an Vic goes down on high an the closer we get the more it sounded like either a Louisiana election or a volcano gittin sick at the stomach. I'm a tellin yer! We overtakes the town Marshal, Vic pulls up an cracks: "Say Harold, what's the matter down there, cant you stop that explosion?" The law only grins out loud an says:

them guys was caught in the draft an said the only way they'd go was it's Uncle Sam'd conscript the hounds too.

Went down to Cedar Pt. the other day an Gee Doncha know they aint got no more base ball league down there. No sir, what th big leagues didn't gobble up the minors did, ex-



Many of the present generation and others from further back will remember the Manieri ice cream wagon that each and every summer, over thirty-five years sold ice cream afternoons on the streets of Bay St. Louis, going from door to door, with the jingle bells the horse carried around his neck.

The wagon shown in the picture is that of A. (Dad) Manieri, who succeeded his father O. Manieri, the originator of the ice cream business, and manufactured according to his own recipe. It was made with eggs, sugar, and cows' milk, the vanilla bean boiled in the milk. The ice cream was frozen by the freezer being twisted by hand from side to side.

The picture above depicts the familiar old horse and wagon, with Sidney Manieri standing by. The cream was sold in suetors to individuals and to families in whatever vessel or container brought out. Mr. Manieri senior would come out from New Orleans every summer, never residing here all the year round due to the fact he was a sufferer from rheumatism, and he thought the coast air was not good for him. He died fifty years ago and he is buried here. The present Mr. Manieri says business was good because the ice cream was good. The name of Manieri was the stamp of purity and flavor. When the ice cream cone came out it cut into the wagon business. The new container spelled doom. It was used by the wagon but competition was too great and the wagon trade finally gave way to drug stores and other places selling by the nickle cone.

"Not me, Vic, that's a Zimmerman, Dufour, Villere argument, an you know, Vic, one of em's my pa. You know them Wavelantes is the huntins bunch, you ever jampped, every guy owns a passel of hounds what they thinks more of then all else, an on winter nights the swamps krieg (she been readin bout th war, I reckon) an somethin arter be done about it!"

You know they do tell me that "Little Walter" is gettin artful, regular down there. I hear about two guys wat got into some kinda trap, meant one guy bets mad and put up his dukes an cracks: "Walter, you get off as Delisle an the Kiln. Reckon they all graduated into Badminton society. They got high hat mabe, why they tell me that even Bill Sivmont show up unless the invite is engraved."

to defend me anytime.

## Congratulations to Mr. Charles G. Moreau and The Sea Coast Echo GULF CHEVROLET CO.

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# HANCOCK BANK

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Congratulations and Best Wishes to Mr. Charles G. Moreau and  
The Sea Coast Echo on the Occasion of  
Their Golden Jubilee.



# HAPPY BIRTHDAY TO YOU!

## Congratulations, Messages Of Good Wishes And Comment From A Galaxy Of Leading Lights

### FROM SENATOR DOXEY

Washington, D. C., October 22, 1941.

Mr. Chas. G. Moreau,  
Proprietor,  
The Sea Coast Echo,  
Bay St. Louis, Miss.

My Dear Mr. Moreau: To have the honor of establishing and directing a paper like "The Sea Coast Echo" for fifty years, you have done, Mr. Moreau, to my mind is not only an achievement, but it is more than worth while, but it is emblematic of a life spent in the service of others.

I deem it a great honor and an unusual privilege to rejoice with you in celebrating its Golden Jubilee commemorating such an event.

I am happy to join with your other many, many loyal and appreciative friends in wishing for you and yours the best of every thing, knowing that "The Sea Coast Echo" will continue with you as its Publisher and Editor to be a power for good wherever it circulates.

With my congratulations and best wishes, I am,  
Sincerely your friend,

U. S. S.

### FROM CONGRESSMAN COLMER

Washington, D. C., September 5, 1941

Mr. Chas. G. Moreau,  
The Sea Coast Echo,  
Bay St. Louis, Miss.

Dear Mr. Moreau: My attention has been called to the fact that you will shortly celebrate the fiftieth anniversary of the founding of The Sea Coast Echo, and I want to use this means in the absence of a better one to convey to you and the legions of the friends of the Echo my congratulations upon this gala occasion.

Fifty years is a long period. Fifty years of public service is an extraordinary achievement. It has been my own pleasure to read your paper weekly for a period of more than ten years. Beyond that I am not familiar with the record of your paper. But I can testify that for the past decade The Echo under your capable and untiring guidance has rendered a splendid public service. I am sure that the years prior thereto were exemplified with the same kind of unselfish service.

Please permit me to congratulate you and the community which you serve upon the fiftieth birthday of THE ECHO. I regard it as a very splendid paper. A newspaper reflects the personality of its editor, and I consider your personality and high principles as largely responsible for the fine publication which so appropriately serves Bay St. Louis and Hancock County.

Sincerely yours,  
BILL COLMER.

### FROM SECRETARY OF STATE

Jackson, Miss., October 30, 1941

Hon. Chas. G. Moreau,  
Publisher The Sea Coast Echo,  
Bay St. Louis, Miss.

Dear Friend Moreau: I am advised that you will publish a Souvenir Jubilee Edition of The Sea Coast Echo celebrating fifty years "as editor-publisher."

As an editor-publisher I want to extend to you my sincere congratulations on your achievements in the newspaper field in Mississippi.

To have launched and conducted a newspaper for fifty consecutive years, without interruption, is a great honor, one that comes to few men, and is an accomplishment that deserves celebrating. I have had the honor of your acquaintance and friendship for many years, and you have been one of the outstanding newspaper men of the state, always in the van guard of those who have fought for the best interests of their community, state and nation. I wish for you fifty more years of faithful service to your people.

No community has a greater asset than a well edited and conducted newspaper of the class of The Sea Coast Echo, and due appreciation held by the people it serves and the members of the newspaper fraternity of our great State.

I know that this Jubilee Edition will be a credit to newspaperdom of our state, and an honor to you as its publisher.

Assuring you of my personal high esteem, I am,

Your friend,  
WALKER WOOD,  
Secretary of State, Jackson, Miss.

### FROM JUDGE L. C. CORBAN

Biloxi, Miss., October 17, 1941.

The Sea Coast Echo,  
Mr. Chas. G. Moreau,  
Bay St. Louis, Miss.

Dear Mr. Moreau: I have just learned, with pleasure, that you are soon to celebrate your fiftieth anniversary as the "Echo" of the joys and sorrows, the laughter and cries, the good fortunes and misfortunes, the booms and the panics, the progress and backsliding, and withal the substantial development of our wonderful Seacoast area.

May I offer my sincere congratulations to you. For an individual to be able to work continuously for fifty years is an unusual feat, but for a man to establish a business and to keep it successfully operating continuously for fifty years as you have done is most worthy of commendation.

For the community to have been loyal to you for so many years is conclusive proof that you have rendered a service which was worthwhile to the people, and they have appreciated the manner in which you have recorded the happenings and helped in the formulating of public opinion.

I sincerely hope that fortune will continue to smile on you in order that you may be able to keep up the good work for many more years.

Sincerely yours,  
L. C. CORBAN.

### FROM GOVERNOR WHITE

Columbia, Miss., Sept. 18, 1941.

Mr. Chas. G. Moreau,  
The Sea Coast Echo,  
Bay St. Louis, Miss.

My dear Moreau: In offering my congratulations on the 50th anniversary of your publication of The Sea Coast Echo, I cannot help but think how fortunate we both are—you as an editor and I as a reader—that we live in probably the only country in the world where a free press is a reality. How different those 50 years would have been had we lived in a dictatorship, where editors are prohibited not only from sounding their views of public affairs, but from printing news as it develops, regardless of political consequences.

Sometimes I am sure you feel, as I do, that our democratic education does not develop as quickly as it should, but I am equally sure that neither of us would swap our system for any other in the world.

Free thinking and free writing of course involve responsibilities as well as rights, and the fact that you are still at the helm of the paper you founded 50 years ago certainly proves that most, if not all, of your readers agree with your custodianship of those responsibilities.

Please accept my sincerest congratulations on completion of this half century of journalism in Mississippi.

Very truly yours,  
HUGH WHITE.

### FROM JUDGE RUSSELL

Gulfport, Miss.,

Hon. Chas. G. Moreau,  
Bay St. Louis, Miss.

Dear Friend Moreau: On the occasion of the publication of the Fiftieth Anniversary Edition of The Sea Coast Echo, I crave the honor and privilege of joining your host of friends and admirers throughout the country in extending hearty congratulations upon the triumphant arrival of the good ship "ECHO" at so worthy a port on the journalistic sea. She sails into her haven on her own power, on time, with colors flying—a phenomenal achievement.

I am one of those who insist that the most potent, most valuable asset of any community or country is its medium of expression (the press) through which intelligence is disseminated and public opinion molded and expressed. As a consistent reader of your pitiful paper for more than a decade, I want to avail of this propitious opportunity to give public expression to my personal appreciation of the superlative public service you have rendered your community, the entire Gulf Coast area and the state at large as the editor, publisher and proprietor of The Echo. Its policy has been consistently progressive, constructive, liberal; its attitude has been uniformly fair, tolerant, and solicitous for the success and progress of every worthy community interest and activity. It has played no favorites, but its columns have been kept open and available to all legitimate creeds and classes, all political parties and factions, all social and religious organizations, all competitive groups in business or profession. To those who would read the truest, fullest, fairest history of Hancock County and her noble people, I recommend the permanent files of THE SEA COAST ECHO; to those who would give fair appraisal and credit for the wonderful achievements of this splendid county, I commend for consideration the able, untiring, enterprising Editor who, for a half century, has devoted himself unceasingly and unselfishly to the promotion of the social, educational, commercial, political and religious interests of his community and beyond through the publication of THE SEA COAST ECHO.

And may I express the hope that the marvelous momentum gained in attaining the first goal may serve to launch the good ship "ECHO" out upon a still broader, fairer journalistic sea of public service.

Sincerely yours,  
D. M. RUSSELL

### FROM BROTHER PETER

Bay St. Louis, Miss., October 21, 1941.

Dear Friend Mr. Moreau: I have always loved the words of Helen Hunt Jackson: "If you love me, tell me now. Don't wait till I am dead and then lay flowers on my grave."

Now that you are busily engaged in the monumental work of preparing an edition to celebrate the Golden Jubilee of your child, The Sea Coast Echo, I think often of you. I want to pay this simple little tribute to you for the wonderful friend that you have been to me, to Saint Stanislaus and to Bay St. Louis.

During the more than thirty years I have had the privilege and pleasure of knowing you, you have demonstrated yourself to me for many reasons, chief among which are the following: You have quietly heard others praised for what you have inspired. You have kept a loyal faith in Bay St. Louis and have inspired others with the same loyalty. You have never spared the cheering word of comfort when sorrow and affliction have come to your friends. You have loudly sung the praises of others, while content to go your humble way modestly concealing your own charities.

I have never come from your presence without a more abiding faith in human nature and a thought of real gratitude that I could call myself.

Your friend,  
BROTHER PETER.

### ST. STANISLAUS COLLEGE

### FROM THE REV. R. J. SORIN

DeLisle, Miss., October 8, 1941.

Mr. Chas. G. Moreau,  
Editor, Publisher, Sea Coast Echo,  
Bay St. Louis, Miss.

Dear Mr. Moreau: I understand you will soon celebrate the fiftieth anniversary of The Sea Coast Echo, a newspaper that you and your publisher have been actively connected with ever since, as owner and publisher.

This is quite a record, an achievement in fact, and I wish to hasten my felicitations and very best wishes to your continued success. Your endeavors are worthy and commendable. I have been a constant reader of The Sea Coast Echo for the past forty-five years and I can assure you it has been a source of gratification to read it each week, and I anticipate its coming regularly.

Your newspaper is one of of character, published on a high plane; constructive and always fair and as a result of your success is not surprising. This type of newspaper with a publisher who enjoys a widely established prestige as yours is deserving of all that may be said in behalf of yourself and The Echo. May the editor long live in order he may continue the incalculable good he is rendering. Ad multos annos.

Very cordially yours,  
REV. R. J. SORIN.

## FRANK B. PITTMAN COUNTY AGENT THEN DISTRICT SENATOR



FRANK P. PITTMAN

Was at one time county agent for Hancock, a position he held for a number of years. Then later he was elected to State senatorship from the counties comprising the seacoast district. He married Miss Sallie Cirlot, former Hancock demonstration agent, and with their fine family reside in the Hancock-Pearl River section.

## THE OSOINACH OPERA HOUSE.

During the nineties, the decade preceding and the one following, prior to the more successful advent of the moving picture, every town of any size had its opera house, where road shows played from time to time. Bay St. Louis was the exception, but at the turn of the century, Mr. John Osinach supplied the long-felt want and the deficiency was filled. He built an opera house (illustrated elsewhere in this edition) on the second floor of his mammoth new store on land fronting the present Henry W. Osinach dwelling. It was quite an acquisition to the town and many of the best theatrical productions playing there. One morning, November 7, 1907, fire supposed to have originated in one of the front show windows from defective wiring, gave the city one of its biggest calamities. Mr. Osinach had built well, the theater costing more than he had originally intended, and with the total loss of his vast building and heavy stock, with only partial insurance, he lost heavily, particularly since he had gone into debt to give Bay St. Louis a theater.

In a sense he was financially ruined. His creditors met and offered to accept fifty cents on the dollar in full and final settlement. He refused such consideration asking only for time when he would after awhile, he hoped, to pay his creditors dollar for dollar.

And this he did. Honest John paid every cent and finally, after a few years, he had discharged all obligations in full and was again back in the commercial world with a high rating in Bradstreets and Duns. The theater is no more, the owner and builder is gone but the good name of John Osinach lives on imperishably, a heritage that will go down thru the years.

A very small part of the present generation might remember Cecil deMille, Hollywood producer today of the movies, once appeared in Bay St. Louis with a travelling troupe of light opera singers. It was in the early part of 1907, appearing at the then new Osinach Opera House. Only a few years ago Mr. de Mille was asked at Hollywood if he remembered the engagement. To The Echo representative he promptly replied his visit here was one of his most pleasant recollections and that he had never forgotten the brand new theater and the beauty of the town—one of music-loving people he said, as the box office receipts had conclusively proven.

## HAPPY BIRTHDAY TO YOU! (Cont'd.)

### FROM THE STATE PRESS

Hazlehurst, Mississippi, October 14, 1941.

Mr. Chas. G. Moreau,  
The Sea Coast Echo,  
Bay St. Louis, Miss.

Dear Mr. Moreau: Please accept my most hearty congratulations on the Golden Jubilee of The Sea Coast Echo, and the most out-of-the-ordinary record you have been able to establish with your personal connection with the operation of the paper for a period of fifty years.

As presiding officer at the Mid-Winter meeting of the Mississippi Press Association, at its banquet held on October 5, 1941, before one hundred and sixty-eight of your fellow publishers I had the pleasure of relating your achievement and a round of spontaneous applause showed the appreciation of yourself and your paper.

Your achievement is certainly one worthy of duplication.

With kindest personal regards, I am,  
Yours very truly

J. L. MCCORKLE,  
Mississippi Press Association.

### HAZLEHURST COURIER

Jackson, Mississippi, October 29, 1941

Mr. Chas. G. Moreau,  
The Sea Coast Echo,  
Bay St. Louis, Miss.

Dear Mr. Moreau: You and your paper are to be congratulated upon the completion of fifty years of interrupted service to your public and community.

During this long period of time, you have taken a stand when the best interests of its community and state were involved. The Echo has never counted the cost in the fight for right. This always means like warm friends and vindictive enemies. So, under these circumstances, to have continued to grow in circulation, prestige and influence is indeed a compliment to those who have been responsible for its policies—chiefly among whom is the present editor.

During this half century your paper has herald many great changes and you have recorded, for the benefit of the public you serve so well, these changes, and have been a most important force in bringing them about.

A newspaper's faithful fulfillment of the obligations placed upon it by good American journalism is not only recorded in its own growth and influence but also by that of the community. No community can make permanent advancement without a mouthpiece—a newspaper—to continually keep its advantages to the forefront.

The Clarion-Ledger join your many other friends and newspapers on this occasion of its 50th Anniversary Jubilee Souvenir edition, that you may continue to be a guiding light to the present generation and that future standards of living and the social activity of your community may continue to be influenced by the Sea Coast Echo.

Sincerely,  
T. M. HEDERMAN,  
Editor Clarion-Ledger.

Jackson, Miss., July 30th, 1941.

Hon. Chas. G. Moreau,  
The Sea Coast Echo,  
Bay St. Louis, Miss.

Dear Mr. Moreau: For more than forty years I have regularly read practically all the weekly newspapers published in Mississippi. Some are worth the time and effort it takes and some are not. It means a lot of winnowing to get a few grains of wheat.

Foremost among the papers for which I have always reached when the pile of weekly exchanges lands on my desk is The Sea Coast Echo. Always I have found it bright, newsy, entertaining, neatly printed, and with something refreshingly original on the editorial page. Not once have I noticed a lowering of your high journalistic standard. Your record for sustained effort is truly remarkable.

I hope and believe your forthcoming Jubilee Number will be a faithful portrayal of life in the quaint and beautiful little city that sits so serenely on the shimmering waters of the Mississippi Sound. It is a place that has long held a warm spot in my affections.

Fraternally yours,  
FREDERICK SULLEN,  
Editor Daily News.

Summit, Mississippi, Nov. 7, 1941.

Mr. Charles G. Moreau, Editor,  
Sea Coast Echo,  
Bay St. Louis, Miss.

Dear Friend Moreau: I understand your fine paper is celebrating its fiftieth anniversary this coming week and I want to be among the first to offer warm and sincere congratulations on the occasion.

To one who has been in the newspaper game for so short a time as I (the SUN) will be "six" next April, you know 50 years seems a long, long time. If your paper has served your community as faithfully and conscientiously in the early years of its existence as it now does, I am sure your worth to the town you serve is of inestimable value.

These are difficult and trying times through which we are passing and I like to think that every editor is a sentinel, guarding our sacred liberties in this country. Certainly you belong to that group of thoughtful American editors dedicated to that cause.

During the few years that I have known you and Mrs. Moreau, I have come to look for your paper each week on my exchange desk and, always, feel that I am enjoying a brief visit with you. My fondest good wishes for the best year ahead your paper has ever had and much happiness in your work.

Cordially,  
MARY D. CAIN,  
Editor-Publisher, The Summit Sun.

Biloxi, Miss., July 1, 1941.

Mr. Chas. G. Moreau,  
The Sea Coast Echo,  
Bay St. Louis, Miss.

Dear Mr. Moreau: It gives us pleasure to congratulate you on the Golden Jubilee of your newspaper, The Sea Coast Echo.

As long as we have known and observed The Sea Coast Echo we have considered it one of the best weekly newspapers in the country.

You have accomplished a great achievement in starting and publishing such a newspaper fifty years without interruption.

It is our wish that you may continue your good work for many years to come.

Very truly yours,  
W. G. WILKES,  
E. P. GULF,  
Publishers Biloxi-Gulfport Daily Herald.

The Sea Coast Echo,  
Bay St. Louis, Miss.,  
Chas. G. Moreau, Prop.

Ocean Springs, Miss., October 18, 1941.

Dear Mr. Moreau: Allow me to congratulate you upon the occasion of the Golden Anniversary of the existence of The Sea Coast Echo and to wish for you many more years of successful publication of a very good newspaper.

Since I was born and raised in the business of publishing a "Home Town Newspaper" I readily appreciate the great task you have so successfully performed and will continue to perform. Your efforts are reflected in the publication of a high-type newspaper, well-edited and typographically surpasses many metropolitan newspapers that pass over my desk.

You are doubtless surrounded by faithful and efficient assistants, and to them I also extend congratulations, for I am sure they have played a big part in The Echo's success.

Sincerely,

HARRY L. LEE,  
Editor, Publisher  
THE JACKSON COUNTY TIMES, Ocean Springs, Miss.

Pacagoula, Miss., Oct. 15, 1941

Mr. Chas. G. Moreau,  
The Sea Coast Echo,  
Bay St. Louis, Miss.

Dear Brother Moreau: I congratulate you on rounding out fifty years as owner, manager, and editor of The Sea Coast Echo, which is a fine county paper, and one of the first exchanges I read when the mail is handed to me.

To own, edit and manage a paper of that class for fifty consecutive years is a great accomplishment, and one of which any man should be proud. You have done a world of good for your community, and in the process have fifty years, and one best I can say is that I hope you will be spared many more years to serve your constituents.

With best wishes for you and The Echo, and with my sincerest congratulations, I am,

Yours fraternally,  
W. T. SPARKMAN, SR.

### THE PASCAGOULA CHRONICLE-STAR. THE MOSS POINT ADVERTISER.

### FROM THE TARPON-BEACON.

Pass Christian, Miss., November 14, 1941.

Mr. Chas. G. Moreau,  
Publisher Sea Coasts Echo,  
Bay St. Louis, Miss.

Dear Mr. Moreau: Learning you are to soon celebrate the Golden Jubilee of your splendid publication, The Sea Coast Echo, allow us to hasten in extending congratulations and best wishes for your continued success.

The fact that you were an associate editor on the Coast Beacon before you established The Sea Coast Echo, makes the anniversary of double local interest.

The people of Bay St. Louis, Hancock county and the Coast in general are fortunate to have so constructive and representative newspaper.

Fraternally,  
RAY McKAY,  
MRS. RAY McKAY,  
Editors and Publishers.

### FROM THE M'COMB DAILY ENTERPRISE.

McComb, Miss., Nov. 10, 1941.

Mr. Chas. G. Moreau,  
The Sea Coast Echo,  
Bay St. Louis, Miss.

Dear Mr. Moreau: Congratulations to the people of Bay St. Louis and Hancock County on having a newspaper such as The Sea Coast Echo.

We say congratulations to the community as well as to the newspaper and its editor for the reason that any community is to be congratulated on having a newspaper that stands for the best interests and the highest ideals of the people within its influence.

Charles G. Moreau has given the people of his community a newspaper with an editorial policy that is progressive, wholesome, aggressive and clean. The ideals which this newspaper has supported and the purposes which it has pursued have reflected credit upon the people of the Bay St. Louis area and on this fiftieth anniversary of the Sea Coast Echo we send congratulations and felicitations to its editor, his staff and the community which has been served with such patriotic devotion.

J. O. EMMERICH,  
Editor and Publisher, McComb Daily Enterprise.

### FROM WESTERN NEWSPAPER UNION.

Birmingham, Alabama, Oct. 14, 1941.

Mr. Chas. G. Moreau,  
The Sea Coast Echo,  
Bay St. Louis, Miss.

Dear Mr. Moreau: We are writing to congratulate the Sea Coast Echo on its fiftieth anniversary.

As The Echo, with you as its publisher has been a customer of this office during the past 50 years, we find much pleasure in extending congratulations to you.

To be an editor of a weekly newspaper, is an honorable profession. We can think of nothing that means more to a town than a newspaper that is continually working for its well-being.

You have been an outstanding editor, and have shared with Bay St. Louis, its prosperity and troublesome days.

Again we extend congratulations.

Very truly yours,  
N. C. CADY.

### FROM E. C. PALMER COMPANY.

New Orleans, La., June 27, 1941.

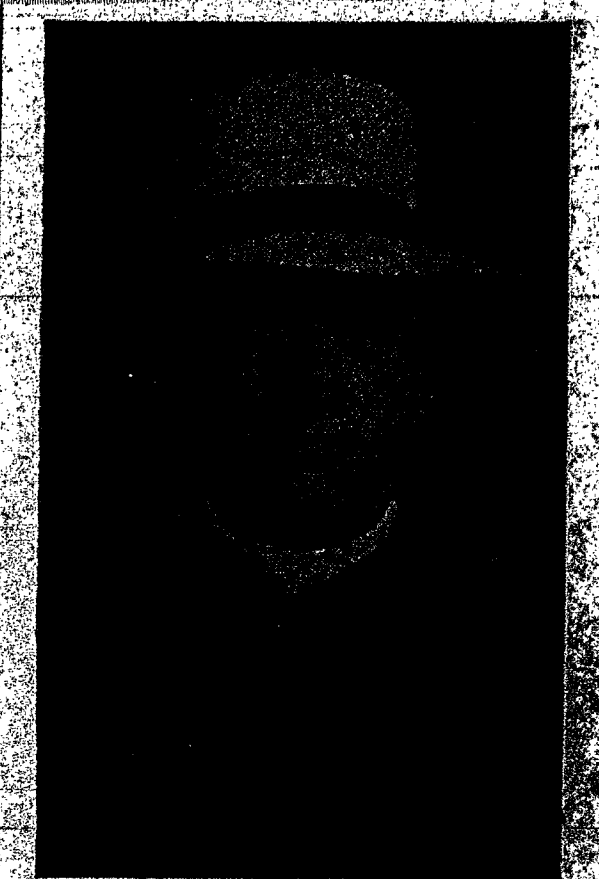
Mr. Chas. G. Moreau, Prop.,  
The Sea Coast Echo,  
Bay St. Louis, Miss.

Dear Mr. Moreau: In looking over some of the old records of our Company we note that you established the Sea Coast almost fifty years and that you have continuously, since that time, been on the list of our valued customers. We now understand that you expect to celebrate the fiftieth anniversary of the founding of your business. Please accept our congratulations on your long and useful service to your community and on the successful business career of yourself and your paper.

We are confident that you will participate in and enjoy your well earned share of the present and prospective prosperity and development of our wonderful Gulf Coast.

Very truly yours,  
E. C. PALMER & CO., LTD.  
W. G. CLEVELAND, President.

## REV. R. J. SORIN AGED 72, HAS GIVEN LIFE OF SERVICE



REV. R. J. SORIN

Rev. R. J. Sorin, 72 years old, settled in the greenery of the year-old oaks, the quaint French-like village of DeLisle is located over the boundary line of Hancock-Harrison counties.

Here live a people of honest and industrious purpose. Their chief pursuit has been the shipyard industry and its kindred enterprises. The pursuit of agricultural endeavor has also served them in good stead.

DeLisle has many things to make it outstanding persons of interest and a spirituality that pervades the atmosphere of the even tenor of daily lives. It is a place of peace and happiness, truly sanctuary.

However, there is nothing more worthy and an objective that has engaged the interest of the Catholic nation more than the church and parish of Our Lady of Good Hope and its veteran pastor, the Rev. R. J. Sorin, missionary and music composer. Father Sorin is DeLisle. His work has extended all through his adult life, and while he has been offered the pastorate of larger churches and in towns and cities more attractive and inviting, he has been content to remain with his people and as he expresses it, hopes to remain with them, to the very end.

The Bishop of the Diocese, more than once suggested that he be appointed to a more desirable charge, one that would be larger and more remunerative, but his associates and of DeLisle, in all humility, felt he would rather remain with his people who knew him best, he would rather remain there and have less.

Father Sorin was born in France in 1869, 72 years old October 25, 1941, and has been at DeLisle for the past forty-five years, where he built the church at DeLisle. In addition to this one he has built other mission churches and at one time had charge of fourteen missions from Pearlington to the Spanish Settlement. What a wonderful work in the Master's vineyard.

In addition to his work of religion and mercy, he finds time to compose music, being a composer of national recognition. He has composed several masses, Ave Marias, etc., that are on sale. By addressing him directly any of this compositions may be had for a small sum. His missions are flourishing, and as his spiritual results are concerned, there is always a lack of adequate funds to carry on the work of saving souls and the pious and grateful from over the nation contribute to this splendid work.

On June 16, 1896, sung his first high mass at the church of Our Lady of the Gulf, Bay St. Louis, Miss. The Rev. Father H. LeDuc, pastor at which Prof. John Hammerback was organist, and at which Father Sorin's rich baritone voice was heard to advantage.

Since Father Sorin has been in this section the past forty-five years, a frequent visitor to Bay St. Louis and served here for a while his associations have indeed been closely identified with Bay











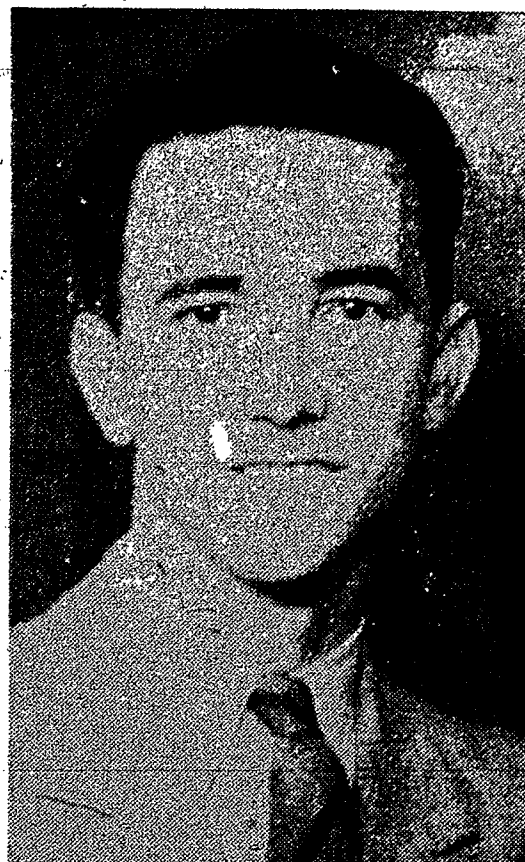
## Three Workers On Echo Staff Who Have Served Many Years



JOHN D. MOLLERE



L. S. ELLIOTT



JOHN DAMBORINO

WORKERS on The Sea Coast Echo during that period covered by fifty years, are never forgotten. It has always been the policy of this business to employ the most efficient men and to pay them such salaries as commensurate with the ability of the laborer is worthy of his hire. However, it is loyalty and persistency to do that has won. With the co-operation of this valiant trio it might have been a somewhat different story. These men do not only perform a prescribed duty, but have initiative. They do not work for the publisher alone, but always with him, and with the best interest of the community in mind. These men enjoy the confidence and esteem of the community. They are highly regarded and respected because of their worthiness, of the manner in which they administer their services to the cause. They do not watch the clock neither are they anxious for pay day, but well realizing that will come at the end of their week's labors.

### John D. Mollere

John D. Mollere, native came to The Echo office as a boy twenty-nine years ago. He applied for a job and was put to work on July 12, 1912, and aside from the year 1918-19 when he served his country in Europe, fighting at the front, he has continuously been with The Sea Coast Echo. That is quite a record and speaks well for itself.

Mr. Mollere is married to Miss Gertrude Sylvester, of Bay St. Louis. The couple are blessed with two children, Miss Levern L. Mollere, Class '41, Bay High School, and John D., Jr., who attends school. They live in their own home on Dunbar avenue, which was paid with from savings and accumulations of his salary.

### John Damborino

From St. Stanislaus College, John Damborino of Bay St. Louis came to The Sea Coast Echo. That was December 2, 1921, now twenty years. He has worked no where else since he left school. As a boy he was connected with Western Union Telegraph Company, a protege of Mr. and Mrs. G. Y. Blaize.

### PUBLISHED PAPER 50 YEARS

(Continued from preceding page) and south, as the fancy takes them. The Moreau home is a meeting place for the many friends of "Charlie" and Minnie, as their friends love to call them. From intimate groups of closest friends, to larger gatherings of acquaintances the home adapts itself, the groups often overflowing into the garden where seasonal flowers and evergreens are beautifully cultivated.

Mr. and Mrs. Moreau are ardent lovers of plants and flowers, as their home garden well indicates. They are life complimentary members of the Gulfport Garden Club.

Mr. and Mrs. Moreau are known socially throughout the Coast section and in New Orleans. In New Orleans Mr. Moreau was a member for many years of the Chest and Whist Club, and has been actively associated with several of the exclusive Carnival associations. When the first Carnival organization celebrated the annual feast day in Bay-St. Louis seven years ago, Mr. Moreau was selected as King, an honor accorded annually to a prominent business man of the city.

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Just as Mrs. Moreau is known as one of the best cooks in her community Mr. Moreau is known as a raconteur, his story telling ability being enhanced by his charming use of his two native tongues, French and English. Mrs. Moreau's interest in music finds a counterpart in Mr. Moreau, and annually they are seen at the opera and concerts at nearby New Orleans.

To return in closing to The Echo, and Mr. Moreau's relationship to it, it is my happy privilege to pay not only a personal tribute, but one for all members of The Echo staff to Mr. Moreau as an employer. He gives to those who work for him his abiding friendship, his interest in their personal affairs, his counsel in their problems, and permits them a most delightful freedom of action, which resolves into a strong loyalty to the "boss." and results in long years of service in his employ. Mrs. Moreau shares to an unusual degree in that same interest and thereby enshrines herself in the hearts of THE ECHO STAFF.

### LOCAL NEWS AND SOCIETY EDITRESS THE SEA COAST ECHO



MRS. GEO. F. STEVENSON

Independent member of reportorial staff of The Sea Coast Echo, Mrs. George F. Stevenson has served this newspaper for over two years. This service was preceded by her newspaper work on a daily.

She is quite a versatile writer, capable of reporting any occurrence from the average run of the most prosaic news happening, in detail, to the brighter and gay side of life; of a party, a wedding, banquet, etc., omitting none of the fine descriptive points.

Being an efficient shorthand writer she is possessed of quite an advantage in taking notes, reporting addresses, etc.

Mrs. Stevenson's writing is crisp and terse, to the point and yet omitting none of the essentials. She writes with ease and turns out her "copy" for the paper in volume form, always supplying the editor and printer with plenty to take care of. There is no lag, no disposition to postpone but to do today.

She is a valued member of no small staff required to produce from week to week this newspaper. The newspaper is like the tradition of the stage, regardless what happens, the "play must go on."

## St. Augustine's Seminary--For Colored Priests



On November 8 America's number one institution for the training of the Colored youth for the Priesthood and Religious Brotherhood, celebrated its twenty-first birthday. This exclusive institution belongs to St. Augustine's Seminary, the cradle of the American Negro Apostolate. Pages could be devoted to an enumeration of the events, experience and trials through which this seminary has passed. Not a few could be added to an enumeration of the many blessings and successes she has enjoyed as well as the promising outlook which the future holds out for her. Briefly a few interesting aspects of this seminary may be sketched.

From the beginning of its work among the Negroes especially in the South, the Society of the Divine Word missionaries realized the need, advantages and fruits of a native Colored clergy. His Excellency, John E. Gunn, S. M., D. D., Bishop of Natchez, willingly and formally approved of the establishment of a Colored

seminary in 1920. On November eighth of that year the minor seminary was opened in Greenville, but because a more Catholic environment was desired and needed, the seminary was moved to Bay St. Louis in the fall of 1923. That same year Pope Pius XI of blessed memory brought out the necessity of a native clergy when he wrote to the Superior General of the Society of the Divine Word: "...it is indispensable that priests of the same race shall make it their life task to lead the peoples to the Christian faith and to a higher cultural level."

Four years later the major seminary was erected. Here the Negro seminarian receives the required philosophical and theological studies, which qualify him for his later mission activities in the homeland or abroad. In 1934 young Colored men wishing to live the life of a religious Brother were received; and to date there are seven Colored professed Brothers.

In the same year the first fruits of this seminary were realized when His Excellency Richard D. Gerow, D. D., the present Bishop of Natchez, ordained four Colored seminarians to the Priesthood on May 23, 1928.

Within the past seven years she has produced seventeen Colored priests. From the beginning of the history of the United States to 1920 only nine Colored priests worked in this country, and five of them were ordained abroad. Since 1920 twenty-three Colored priests have been ordained, and St. Augustine's Seminary has produced seventeen of them.

The foregoing manifests the development, purpose and growth of the seminary. It proves with no less certitude that the Negro has entered the ranks of the Catholic clergy, working zealously and effectively at home and abroad thanks to the Fathers of the Divine Word who are fulfilling the urgent request of the Holy See, establishing and training at St. Augustine's Seminary an American native Negro clergy with the ever faithful and generous cooperation of loyal friends from far and near.

## History Of The Bay Rotary Club

### FIRST PRESIDENT



ERNEST J. LEONHARD

The Rotary Club of Bay St. Louis was organized in May of 1925 under the administration of Richard G. "Dick" Cox, Governor of the Seventeenth District of Rotary International. The Club's charter was officially presented on Sept. 9, 1925, by District Governor "Dick" Cox at a meeting held at Hotel Weston (now "The Reed") which was attended by notable members from the Coast and New Orleans.

First officers of the club were:

Ernest J. Leonhard, President; Chas. G. Moreau, Vice President; Arthur A. Scafile, Secretary; Louis J. Norman, Treasurer; H. U. Canty, Sgt. at Arms.

First Directors were: Ernest J. Leonhard, Chas. G. Moreau, Geo. R. Rea, Emile J. Gex, John Osoinach, C. C. McDonald, L. J. Norman.

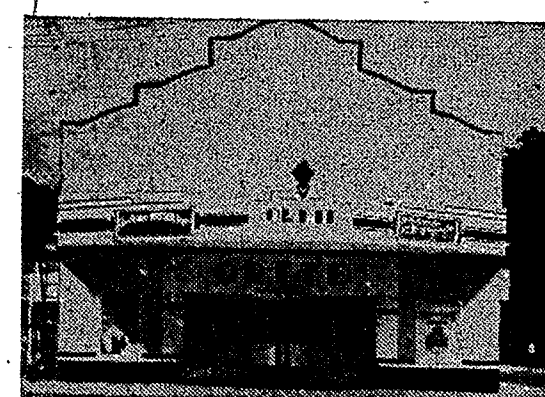
### FIRST SECRETARY



ARTHUR A. SCARIDE

Charter Members: O. T. (Ollie) Arnold, R. N. (Regis) Blatz, C. A. (Charley) Breath, H. U. (Hub) Canty, F. P. (Pat) Cassidy, John C. DeArmas, Ernest W. Drackett, Dr. J. A. (Jim) Evans, Emile J. Gex, John Howze, Ernest J. Leonhard, C. C. McDonald, C. Greer Moore, Chas. G. Moreau, Louis J. Norman, Sardin F. O'Neal, George R. Rea, John Osoinach, Arthur A. Scafile, Dr. C. M. (Cy) Shipp, Dr. A. P. Smith, Horatio S. Weston, R. L. (Bob) Genin, G. E. (Gus) Temple, Leo W. Seal.

As a civic organization, the Rotary Club is of inestimable value to our city, being responsible for many local improvements during the past decade, chief among them being the organization of the Chamber of Commerce. Also being instrumental in getting the present seawall and other noteworthy achievements.



## ORTTE THEATER

So. Beach at Washington Street

Telephone 80

New -- Modern -- Up-to-date

Always Showing the Latest Attractions—At the Lowest Possible Cost To The Public.

## Always Something New At Ortte's Theater For Young and Old

SPECIAL NIGHTS — FEATURE NIGHTS! — MATINEES!

Our Congratulations to Mr. Chas. G. Moreau and The Sea Coast Echo for their Outstanding Achievements.

Congratulations and Best Wishes To  
The Sea Coast Echo on Its  
Golden Jubilee

## Geo. R. Rea Insurance Agency

Masonic Temple Bldg.

Telephone 247

MRS. GEO. R. REA, Mgr.

MRS. LOUISE C. CLARK, Secty.

Insurance Of All Kinds

## The Department Store

OF

## D. H. HOLMES CO. LIMITED

Now Nearing Its Centennial Extends  
Congratulations and Best Wishes to the

## The Sea Coast Echo

On The Occasion Of Its  
50th Anniversary





## Echoes of the Past

(Forty Years Ago)

Reproduced from The Echo:

The event of the week was the graduating exercises of the Class of 1914. Held at St. Joseph's Academy, the "sweet girl graduates" were Miss Clemmie Cazeneuve, Miss Nellie Tyler, Miss Hamilton, all of Bay St. Louis.

On this extraordinary occasion, Mother Euphrasia, superior of the local order, prepared an exceptionally brilliant program and with the assistance of St. Stanislaus Band, Prof. John A. Hemmers, leader, it was carried out with great success and eclat, and furnished several hours of entertainment to the young and interesting to the audience of the cultured and prominent citizens of the community and vicinity.

The Echo wished to congratulate the beautiful and accomplished young ladies—the term here used in its true sense—the triumph of the education of their studies. Success they were the victors and to them belong the laurels. Equipped as they are with a true education both of heart and mind with these attributes—unseparable inducements for good—they can safely tread the waters of the "mystic deep." Their diplomas from St. Joseph's Academy are passports through the world and seem to the portals that lead down the vista of success and power. Their education is thorough in literature, science, and religion in all that the stores of knowledge contain, and their inheritance, bequeathed by School Days that are no more, is such that neither time nor enemy can wrest away or design to sever.

Mrs. Charles G. Moreau, entertained the M. M. M. Euchre Club last evening at the Moreau residence on Carroll Avenue. A series of twelve games, with Miss Louise Deluze as score, was played, at the end of which the victors were announced. First prize, Mrs. S. J. Duval, Mr. Charles E. Schaur, second, Miss E. Marshall, Mr. S. L. Coward. The prizes were exceedingly handsome. The Gibson picture tally cards were a feature of the evening. The decorations consisted of potted ferns, and palms and cut flowers, roses and chrysanthemums occupied every available space. The Maids and Matrons' clubs, of which the above is an auxiliary, will be entertained on Saturday afternoon, the 16th, by Mrs. C. Sportorno at her home in Citizen street, and Miss Tyler will entertain the M. M. M. Club on the evening of the 29th.

A most enjoyable sail was given Tuesday night aboard the schooner "Louisiana." There was a good breeze and the night was an ideal one for a ride on the water. Among those comprising the merry party, who participated in the sail were: Mrs. L. J. Henderson, chaperone, Misses Nellie Tyler, Josie Sturges, Jessie Mabel, Clemmie and Gertrude Cazeneuve, Johnnie and Bess Hart, Daisy Ruisech, Blanche Avery, Phil Welsh and Lillian Billington, M. Jayne, Edward Driver, Albert Brown, Paul Daniel and others.

The staunch and commodious schooner "Queen of the Fleet," with Capt. John T. McDonald at the helm, took out a jolly and congenial party on a sail on Tuesday night. The sail was one of the most enjoyable occasions of the kind ever given. The following composed the party: Mr. and Mrs. E. S. Drake, Mr. and Mrs. T. F. Smith, Mr. and Mrs. Rene de Montluzin, Mrs. C. C. Briggs, Mrs. R. S. Bailey, Misses Jessie Cazeneuve, Annie Lillian, Irene Cazeneuve, Maggie Graham, May Edwards, Gertrude Cazeneuve, Nell Tyler, Mary Cook, Pansy Nash and Miss Denniger; Messrs. Allison, Driver, Christian, Miller, E. J. Cox, J. P. Drake, C. Marshall, Henderson, Reed, Gutierrez, Genin and Dr. J. A. Evans.

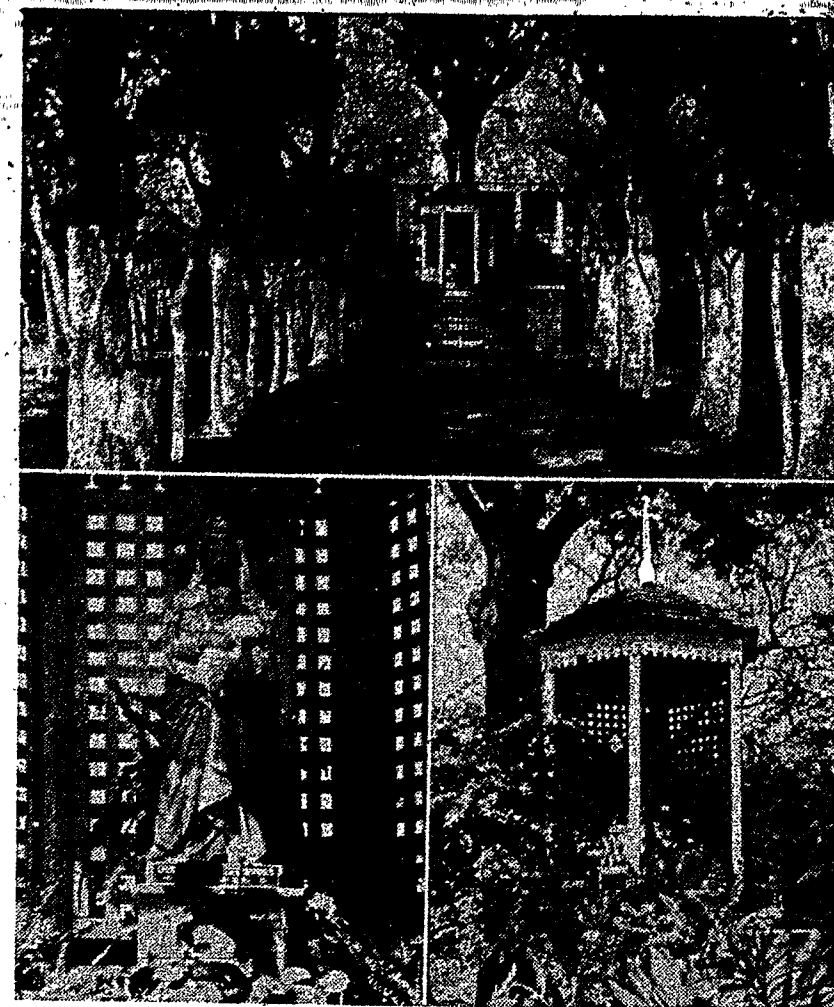
A delightful sail was given on board of the "Ruth" a few evenings since. Those participating were: Misses Nellie Tyler, Leonora Miller, Lillian Daniels, Venie Word, Kate Posey, Clemmie, Gertrude, Jessie and Irene Cazeneuve, Kate Dillard, Jessie Conwell, Lula Grimes, Alice Collins, Louis Deluze, Mrs. W. T. McDonald, Mrs. Harry, Messrs. George Edwards, Vance McDonald, Leon Deluze, E. Edwards, E. C. Ansley, Kenneth Graham, Steele Drake, J. Edwards, E. Hoffman, Charles Har-

ris, W. H. Bille, Mr. Culver, Mr. Bacon.

Miss Tyler entertained at a progressive Euchre Thursday evening on the front porch of "Wildwood" the home of Capt. and Mrs. J. M. Tyler. The prizes of the evening were won by Miss Gertrude Cazeneuve, Mrs. C. G. Moreau, Mrs. George R. Rea, Miss Sylvia Toulouse, Dr. Price, C. G. Moreau.

Thursday night last Mr. and Mrs. Chas. A. Breath gave a delightful outing aboard their beautiful Napha launch "Mary Ann" in honor of Judge and Mrs. Patterson of Odin, Ill., whom are now visiting Mr. and E. D. List on Front street. The launchette was a very delightful affair and thoroughly enjoyed by the merry party. Among those present, besides the hospitable host and hostess, were: Judge and Mrs. Patterson, Mr. and Mrs. E. D. List, Misses Nellie Tyler, and Leonora Miller, Messrs. W. E. Saucier, L. Valcour, and Harry S. Saucier.

## SHRINE OF OUR LADY OF THE WOODS—SAINT JOSEPH'S ACADEMY



## Louise: a Memory

BY MAY H. EDWARDS.

We of the older residents of Bay St. Louis remember the boy, Charles G. Moreau, who launched to the then small public The Sea Coast Echo which has reached its fiftieth year. We recall later his marriage to Miss Angeline Piccaluga of New Orleans and then the completion of the already happy home in the birth of their daughter Marie Louise.

The large and elegantly furnished parlors and the beautiful young ladies and gallant beaux present enjoyed an evening of unalloyed pleasure. Music, dancing and games were indulged in and delicious refreshments were served during the evening.

Miss Bouslog has demonstrated on several occasions her ability as a hostess, but at no time has she more clearly proven her right to reign as a queen par excellence in the entertainment of her guests.

Among those present were: Misses Vona Hobbs, Josie Splengler, Mary Conway, Kate Robbins, Mariam Woods, Minnie Dunn, Mabel Cazeneuve, Daisy Ruisech, Clemmie Cazeneuve, Nellie Tyler, Pearl Meek and Lillian Meek, and Messrs. J. Walton Lang, H. Wilbur Driver, Kenneth Graham, Edwin Lang, Carl Marshall, Vernon Joyce, C. C. Crowe, A. C. Brown, and Gilbert Marshall.

## MISSISSIPPI'S NEW JUNIOR SENATOR IS FINE REPRESENTATIVE



SENATOR WALL DONEY

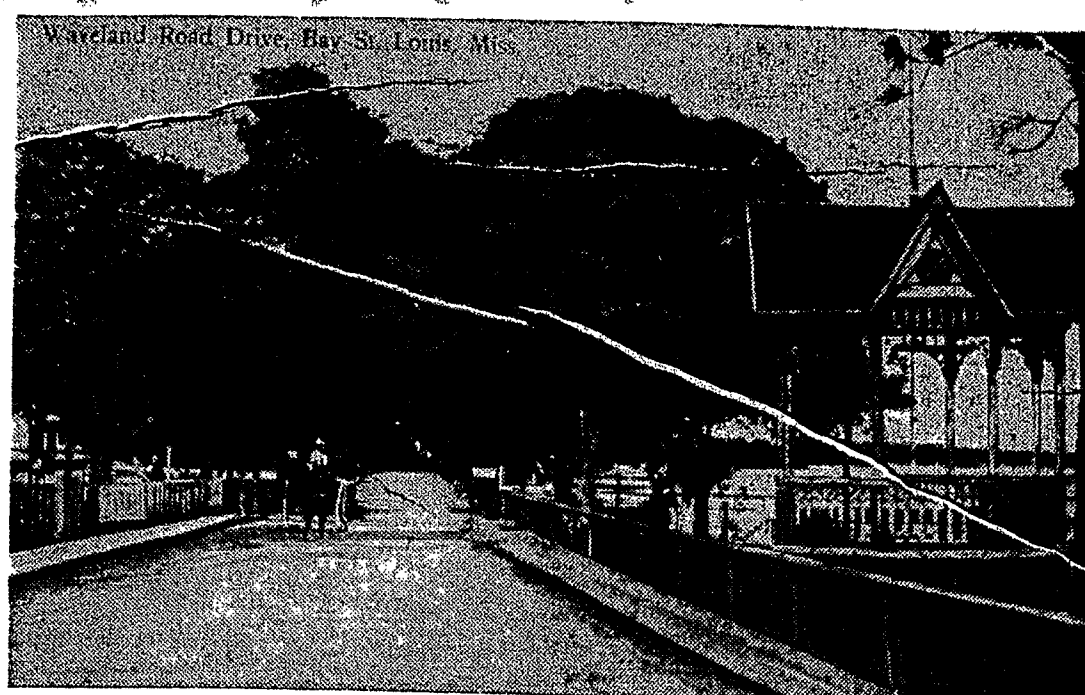
Elected this summer to succeed the lamented Senator Pat Harrison, assuming his seat shortly thereafter, Senator Wall Doney has assumed his duties immediately and actively. Already he has won place on important standing committees and appointed on special investigating and legislative committees.

absent from other celebrations for the past 23 years. Just at the time when love entered her life and her Prince Charming was waiting for her to mount his steed and ride with him the Grim Reaper Death stepped in and claimed this lovely young woman.

Who were we to question? Who are we to question now the why of these tragedies? She did not live her short life in vain for she has left much for us to remember and profit by. In her sweetness of spirit and forgiving heart she has left a pattern for us to weave. Can we say more than that she loved and was loved by all whom she knew.

"A woman mixed of such fine elements That were all virtue and religion dead She'd make them newly, being what she was."

## WAVELAND BEACH DRIVE OF OTHER DAYS



## "THERE'S BEEN SOME CHANGES MADE"

Since the founding of  
**The Sea Coast Echo**

Fifty years ago, progress has been its utmost achievement.  
We congratulate you.

Also we are waiting anxiously to see what the next 50 years will bring forth. We expect to move forward in the future as we have in the past.

**Mississippi Engraving Company**  
Jackson, Miss.



## Congratulations And Best Wishes To The "Echo" And Its Management



## Hancock Insurance Agency

HANCOCK BANK

PHONE 108

A. A. SCAFIDE, Manager



OVER FORTY YEARS OF SATISFACTORY INSURANCE  
SERVICE IN REPRESENTING SOUND,  
RELIABLE OLD LINE STOCK COMPANIES

WE SOLICIT AND WILL VALUE YOUR PATRONAGE

★★★★  
The Management and Employees Of

## The Sea Coast Echo

Are Sincerely Grateful to Advertisers and Others Who

Contributed Material or Assisted In Any Way

In Making This Jubilee Edition Possible





# HANCOCK COUNTY

**"On The Mississippi Gulf Coast"**

**Population 11,322—Area 306,560 Acres—81½ Mi. Hard-surfaced Roads**

## SOIL

The soils of Hancock County are among the best to be found anywhere in this country. They are of a type which can be greatly improved by cultivation, thereby increasing the agricultural possibilities of Hancock County, since there are few counties in the United States where as many different farm crops are, or may be grown to advantage as is possible here. Also these soils are admirably suited to the raising of the Tung oil nut, one of the most promising industries of this section.

## LIVESTOCK—DAIRYING

Hancock County, in view of recent developments, is destined to become one of the GREAT livestock and dairy farm centers of Mississippi, if not of the entire South. In the past year many of its leading citizens and business men have become "cattle-conscious," the result of which several livestock and dairy farms have already been established, with more in the offing. One dairy company, alone, recently organized with a capital stock of approximately \$25,000.00.

## SUMMER AND WINTER RESORT CENTER

**Ideal Climate . . . . . Beautiful Scenery**

Hancock County is famed as a Summer and Winter Resort Center. Here the visitor may find both fresh and salt water fishing all the year round—winter as well as summer. Also hunters who come to Hancock County may find good sport with gun and dogs. A variety of game is to be found all over the county. This county may be crossed in any direction over well-kept roads and hard-surfaced highways and affords miles of scenic sections for the autoist. Also a trip by boat over the Bay of St. Louis through the many streams and bayous will reveal to the tourist many miles of breath-taking scenic beauty and scores of waterfront "estates" nestled on the moss-covered banks of these ever-inviting streams—truly, Nature's Paradise.

## HISTORICAL BACKGROUND

Hancock County is rich in historical traditions. Bay St. Louis, its capital, is one of the oldest cities in the country, being first settled by D'Iberville in 1699 and being named at different times, Chicoupoula, then Shieldsboro and finally Bay St. Louis. Other parts of Hancock County are equally historical and have seen many changes through the years. Hancock County was established December 14, 1812, during the territorial era. On February 5, 1841, this county was divided and a portion of it was embodied in the newly-formed County of Harrison. Another division took place February 22, 1890, when Pearl River County was established.

## HOMESEEKERS' PARADISE

Hancock County is truly the Home Seekers' Paradise, when one considers the mild year-round climate, so suitable for outdoor life, the opportunities, which the Gulf, Bay and fresh-water streams offer the fisherman, the supply of game for hunters, bathing beaches, yachting, etc. Good highways reaching every part of the county, and its proximity to the big city and the shopping centers of New Orleans, to the west, and to the east over the two-mile bi-county bridge to other beautiful sections of the Mississippi Gulf Coast, make Hancock an unusually favored section for those who can afford year-round country homes, or who wish to visit for winter or summer months. Hancock County bids you Welcome.

## EDUCATION — RELIGION

The system of consolidated Schools has been in effect in Hancock County for some time. Ample play grounds and equipment as well as athletic fields go with the buildings. School busses are provided to collect and distribute the children. In Bay St. Louis, the public school system and High School buildings are among the finest in the state. Saint Stanislaus College for boys, and Saint Joseph Academy, for girls, rank with the country's best. Practically all church denominations have congregations in the county, so one need have no fear of being unable to practice his faith, no matter what it may be.

## HANCOCK COUNTY BOARD OF SUPERVISORS